

contacts

JUNE • 1947



VACATION DAYS AHEAD

Don't spoil your holidays by having a motor accident! In the coming months of vacation driving, let us all resolve to keep safety uppermost in our minds every day, every hour, every minute we are on the road!

The shameful record of death and injury on roads and streets is unjustifiable. Remember, **"One foot on the brake is worth two in the grave!"**

HE FORGOT!

He brushed his teeth twice a day with a nationally advertised tooth brush.

The doctor examined him twice a year.

He wore rubbers when it rained.

He slept with the windows open.

He stuck to a diet with plenty of fresh vegetables.

He relinquished his tonsils and traded in several worn-out glands.

He golfed, but never more than 18 holes.

He never smoked, drank, or lost his temper.

He did his daily dozen daily.

He got at least eight hours sleep each night.

The funeral will be held next Wednesday. He is survived by eighteen specialists, four health institutes, six gymnasiums and numerous manufacturers of health foods and antiseptics.

He had forgotten about trains at grade crossings.

—"The Reporter"

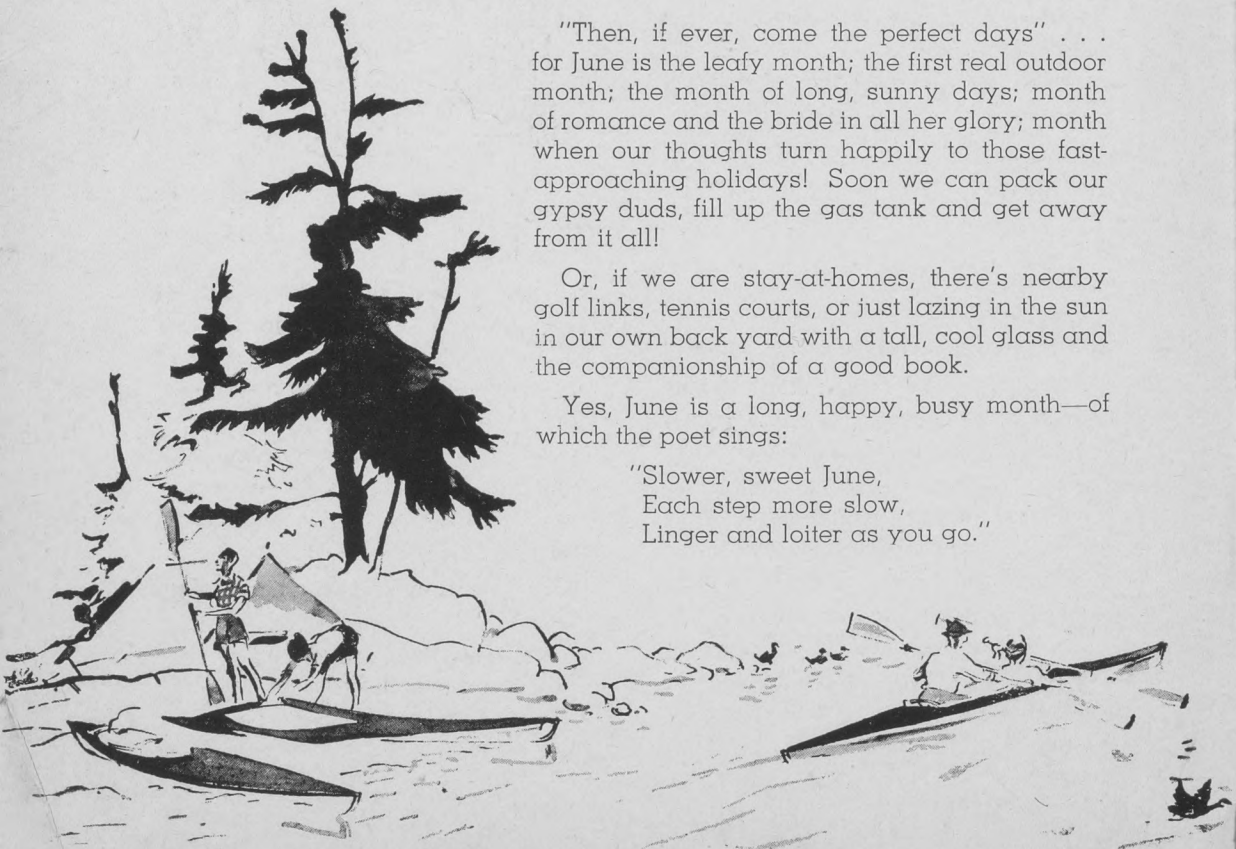
"And What Is So Rare As A Day In June . . ."

"Then, if ever, come the perfect days" . . . for June is the leafy month; the first real outdoor month; the month of long, sunny days; month of romance and the bride in all her glory; month when our thoughts turn happily to those fast-approaching holidays! Soon we can pack our gypsy duds, fill up the gas tank and get away from it all!

Or, if we are stay-at-homes, there's nearby golf links, tennis courts, or just lazing in the sun in our own back yard with a tall, cool glass and the companionship of a good book.

Yes, June is a long, happy, busy month—of which the poet sings:

"Slower, sweet June,
Each step more slow,
Linger and loiter as you go."



CONTACTS

JUNE, 1947



The Customer Is Right!

By L. N. H. in the Winnipeg Free Press

PUBLIC behaviour is beginning to revert to its natural, normal plane; and it is a relief to all concerned. Courtesy, for the war years relegated to the trash heap, is emerging once again and this time in bright, new, shiny garments. No longer need the prospective buyer approach custodians of much-wanted wares with trepidation. The pendulum with beneficence is swinging toward the long-suffering consumer who, foot-sore and weary, is reaching a friendly harbour where hands willing to help are again in evidence.

While in the past the consumer, too, could be a source of annoyance, the seller of goods more often was the offender. A chilly stare, frequently developing into a glare sent shoppers scurrying like frightened rabbits back to their holes to brood on the unkindness and thoughtlessness of salesmen.

A return to the era where the customer is sometimes right will bring fruitful returns to the vendors—surely!

Giles, that well-known and puckish British cartoonist, whose humour is a bubbling affair, visualizes a new heaven and a new earth for the discouraged shopper where stores carry signs, "customers need not pay unless they feel like it," and where shop assistants who excel in civility and skill will be eligible for a "national certificate of retail efficiency." Businesses could, indeed, add more to the profit side of their ledgers and in-

crease their larder of good will if certificates carrying a modest bonus for civility were inaugurated in Canada.

A double dose of courtesy injected into waitresses the country over will greatly enhance their value to the proprietor and their attractiveness to their victims—and it is especially hoped that an attentive listening will



be encouraged and finally adopted by those who insist on sugaring your tea or coffee and then are churlish about extracting the unwanted sweetener. Cracked cups, which have been known to develop fountain-like characteristics which spray the unsuspecting drinker, it is also hoped are on their way to the gutter.

May we now at last sing with the poets:

Of Courtesy, it is much less
Than Courage of Heart or Holiness,
Yet in my Walks it seems to me
That the Grace of God is in Courtesy.



Actually looks as if a bucket of melted ice cream had spilled over the floor here as the operator, Joseph Schoen, guides the polisher. But Louis Kapp shows you the finished floor gleaming beneath his scraper.

FULL SPEED AHEAD!

Flexotiling of Main Floor Now at Halfway Mark

Presto! "The scene is changed!" Have you ever seen a magician hammer a watch into bits and then hand it back whole and ticking to his worried "victim"?

Similarly, magic seems to be performed on the main floor these nights. One moment you see a department all "tricked up" with smart, inviting displays—the next its counters and fixtures are pulled apart in seeming confusion and chaos. Then come the experts who lay the new flexible flooring in the space so speedily bared by Charlie Tribble's brawny "magicians." Finally, before we come to work the next morning, counters and fixtures are replaced in their original order as though they had never been touched!

Grinding and polishing the flexotile surface, the final process is depicted here. This is done by revolving carborundum stones—coarse for grinding and finer ones for polishing.

A "filler," which is the same color as the base of the tiling, is ground in and left to set for 48 hours.

The tiling is then polished. The next process is "sealing," which is done with a special chemical liquid that ensures a permanent glossy surface to the tiling.

As we go to press the flexotiling of our big main floor, with its 60,000 square feet of space, is at the halfway mark. Completion is looked for by the end of June.

RECENT APPOINTMENTS

Winnipeg

Department W119—Mail order exchange:
MR. H. C. BROWN, first assistant.

Department W116—Mail order copying:
MR. W. BELL, first assistant.

Lethbridge

Department L244—Women's garments, millinery, lingerie, juvenile, western fur promotion: MISS B. MAXWELL, first assistant.

Department L212 — Gloves, hosiery, handkerchiefs, neckwear, books, stationery, drugs, candies, jewellery, notions, fancy goods, wools: MISS K. WISHART, first assistant.

Moose Jaw

Department MJ260—Washers, ironers, vacuums, radios, electric refrigerators, pianos, electric ranges: MR. R. B. MURDOCH, first assistant.

Edmonton

Engineers, light, heat and power; fire protection:
MR. E. J. SULLIVAN, head of department.

Kelowna, British Columbia, Mail Order Office
MR. W. C. BRODIE, in charge.

Westview, British Columbia, Mail Order Office
MR. E. BEHAN, in charge.

Grande Prairie, Alberta, Mail Order Office
MR. R. H. DYKER, in charge.

Calgary

MR. G. N. HARGREAVES, merchandise manager.

MR. J. BLAIR, acting superintendent, under the supervision of Mr. G. N. Hargreaves, pro tem.
Department C270—

MR. H. H. STILLWELL: head of department.
This in addition to his present duties.

Mr. Harold Steele Talks to Assistants

Supervisor of Expense Department Outlines Structure of Big Store's Expense System to Monthly Meeting



Mr. Harold Steele

"What are the functions of the expense office, and why do we go to so much trouble?" This question was posed and ably answered for the enlightenment of his listeners by Mr. Harold A. Steele, expense department supervisor, who was guest speaker at the final monthly dinner meeting of the Assistants Association, held in the grill room Friday evening, May 2nd. The speaker was introduced by Mr. Harry Craik, president of the Assistants body and chairman of the evening. Mr. Steele has been 34 years with the Company, said the chairman, 28 years of which he has been associated with the expense office. A veteran of World War I, he won his commission on the field.

"Masterpiece of Organization"

"Eaton's as a whole — the store, mail order, the factories and buying offices—is a masterpiece of organization," declared Mr. Steele in his opening remarks. Each merchandise department is a store in itself and yet a component part of the whole system. The expense office's job is to equitably allocate and distribute the expenses to each merchandise department.

Mr. Steele then gave a general outline as to how the various charges are broken down and

apportioned. The subject is naturally a broad and complex one, with many ramifications, but Mr. Steele did ample justice to it in the limited time at his disposal. Concluding with a strong plea for a higher calibre of service to our customers, he said in part:

"Only when we look back and visualize the magnificent service and good-will built up by the Company over the years do we realize the tremendous human endeavour behind it all."

The Company has provided us with the means and the facilities, continued the speaker, "and now it is up to us to get back to the efficiency and productivity of pre-war years."

"Trophy" Is Presented

Winner of the season's quiz contest was declared to be Sam Fleming. Mr. Craik thereupon presented Mr. Fleming with the Association's trophy — the statuette of a somewhat dispirited and spavined horse. Accepting the trophy, Sam explained that he had donated the statuette to the Association for competition when president. It was, he confessed, a bridge prize of which he wanted to rid himself.

Serves you right, Sam; justice has prevailed!

Golf pictures followed. These featured Bobby Jones and a group of golfing greats in a round table discussion as well as fairway demonstrations that were a big help to many a golfing dub in the assembly.

The picture was shown by courtesy of Marshall Wells Co., to whom a vote of thanks was extended as well as to Mr. Miles of the National Film Board.

Thus ended another evening of instruction and enjoyment with the Eaton assistants.

WELCOME HOME, MR. PRYCE!

Tanned from his sea voyage and looking trim and fit again, Mr. G. F. "Gerry" Pryce (manager of the men's furnishings) greeted Contacts on the main floor the other day. "Lost a few pounds—but feel fine now," said Mr. Pryce who had a serious bout of illness while overseas on business recently. All of which proves that you "can't keep a good man down." That fine physique Mr. Pryce built up as a Y.M.C.A. leader has certainly paid dividends. Nice having you back!

MR. W. J. WALLS PASSES

Winnipeg Eatonians extend their deepest sympathy to Mr. F. B. Walls, vice-president, The T. Eaton Co., Limited, Montreal, in the death of his brother, Mr. W. J. Walls, supervisor of the expense office, Toronto store, who was laid to rest on May 16th.

A HALF CENTURY WITH EATON'S!

(Picture by courtesy of "Flash")

Proudly we publish this photograph of **Miss Nettie Armstrong** of Eaton's, Toronto, who on March 19th celebrated her fiftieth anniversary with the Company.

Miss Armstrong has the distinction of being the first woman employee of the Company to achieve this remarkable record of service.

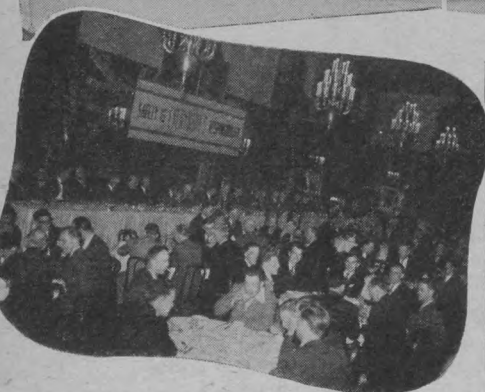
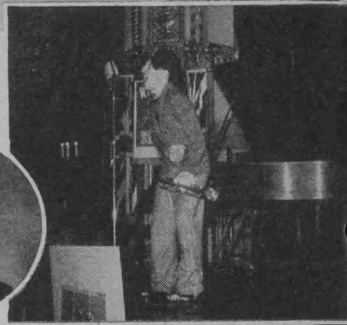
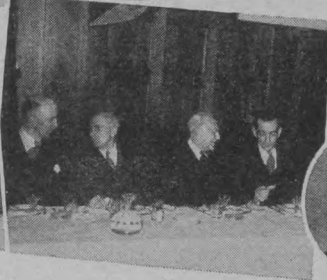
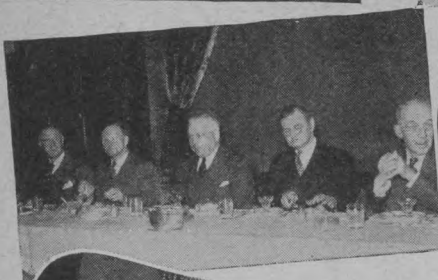
For the past 37 years she has been with the sales audit, and is still genuinely enthusiastic about her work.

To commemorate the occasion, Miss Armstrong was presented with a handsome ring by the president and members of the board.

Winnipeg Eatonians add their warmest congratulations!



SAFETY IS EVERYBODY'S RESPONSIBILITY



Top Row—Centre, head table: Mr. W. J. Keeler, Chief D. McDonald, St. James Police; Inspector J. Stevenson, City Traffic Department. Right: Messrs. B. C. Scrivener, W. Trevor Davies, Accident Prevention Bureau; R. J. Fry, J. Seawright, Eaton's, Toronto; E. Ramsay, J. C. Thorpe, Eaton's, Montreal.

Second Row—Left: Mr. J. Seawright, E. Ramsay, Mr. Thorpe, W. Ellinthorpe, city signals engineer; A. D. MacDonell. Centre: Inspector J. Stevenson, Mr. J. Stronach, Mr. Harold Drewry, chairman Safety Committee, Board of Trade; Inspector C. W. Harvison, R.C.M.P. Inset: Driver J. Lyons. Right: Cliff Gardner, of Brandon, does a novelty number.

Lower Row—Left: A glimpse of the big assembly. Right: Mr. G. M. Eaton, Mayor Coulter and Mr. R. M. Pinfold, chairman.

152 Drivers Share \$1200 In Safe-Diving Awards

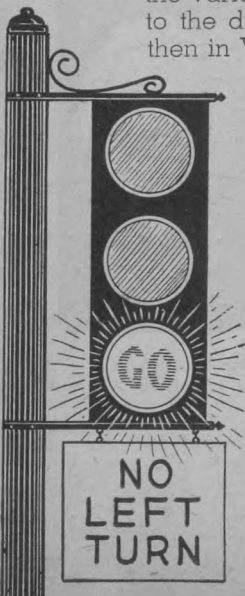
Red --- Amber --- Green --- Red --- Amber --- Green! Surrounded by safety banners and amid the flashing of traffic signal lights (kindly loaned by the police department for the occasion), 152 Eaton drivers gathered in the Fort Garry Hotel on Thursday night, May 15th, for their ninth annual safe-driving banquet and presentation of cash awards totalling some \$1,200.00.

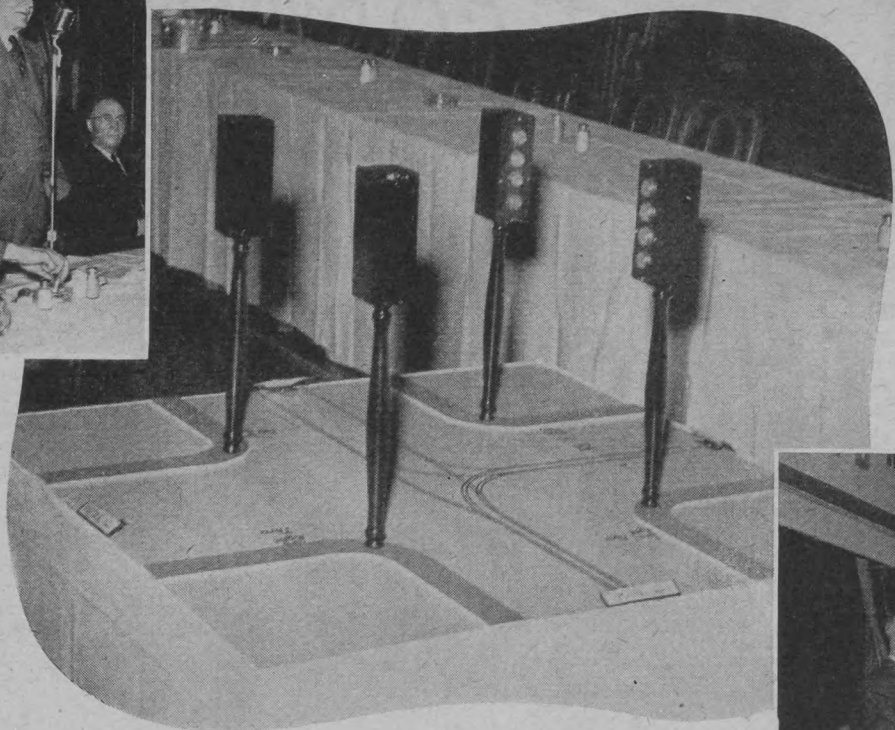
Mr. R. M. Pinfold, assistant general manager, was chairman and welcomed the various guests of the evening. He also read a telegram of congratulations to the drivers from Mr. W. B. Pickard, mechanical superintendent, who was then in Vancouver.

The head table, seated under the huge banner "Safety Is EVERYBODY'S Responsibility," included His Worship Mayor Garnet Coulter, Mr. G. M. Eaton, director; Mr. R. M. Pinfold, assistant general manager, and chairman of the evening; Inspector R. Still, city police traffic division; Inspector C. W. Harvison, C.L.D., R.C.M.P.; Mr. B. C. Scrivener, store superintendent; Mr. J. Stronach, mail order superintendent; Mr. Harold Drewry, chairman of the safety bureau of the Board of Trade; Inspector J. A. Stevenson, traffic division, R.C.M.P.; Mr. W. Trevor Davies, provincial Accident Prevention Bureau; Chief D. MacDonald, St. James police; Messrs. W. Ellinthorpe, city signal engineer; R. J. Fry, J. C.

Thorpe, Eaton's, Montreal; J. Seawright, Eaton's, Toronto; A. D. MacDonell, Clayton Tucker, delivery supervisor; W. Keeler and E. Ramsay, Winnipeg store.

Introducing Mayor Garnet Coulter, Mr. Pinfold said that during the six months, a total of 400,000 miles was covered by Eaton truck vehicles. Only 14 chargeable accidents occurred, with a property damage of \$288. There were no personal injuries. The horse and wagon miles had been 29,700. The horse and wagon men had not had a single accident during the six months, he said. **The outstanding team, No. 3, comprising 24 truck drivers, had one accident, which cost \$7.20, during the whole period, he said.**





Top Left—His Worship Mayor Garnet Coulter commends Eaton drivers for their courtesy and safe driving.

Centre—Working model of the new pedestrian control traffic signal system to be installed at Portage and Main intersection. Model kindly loaned for the occasion and demonstrated by Mr. W. Ellinthorpe.

Lower Right—Mr. Clayton Tucker, supervisor of delivery, discusses Eaton safe-driving regulations.

Mayor of Winnipeg Commends Eaton Men at Ninth Annual Safe-Driving Banquet Held at Fort Garry Hotel

The accident ratio was one chargeable accident for every 28,500 miles, which is the equivalent of more than once around the world for every one chargeable accident. Mr. Pinfold continued: "In addition, we have 93 drivers with over four years' driving without an accident and 50 drivers with over seven years without mishap."

Mayor Commends Drivers

Mayor Coulter said that he was not going to offer advice about safe driving with such an assembly of safety experts on hand, but he wished to congratulate the drivers on their admirable record. "The figures quoted by Mr. Pinfold are impressive," he said. He also commended the drivers on their conduct. **"I believe that much of the success of Eaton's in Winnipeg is due to the emissaries the Company has sent out,"** he said.

Mr. B. C. Scrivener, store superintendent, thanked Mayor Coulter and said that he hoped the record would be kept up. Mr. Clayton Tucker, delivery supervisor, who was in charge of the safe-driving campaign, and credited with being largely responsible for its success, thanked the drivers for their co-operation.

Defensive Driving

"I want to stress defensive driving," he said. "By that I mean that our drivers should drive up to a crossing with the assumption that somebody else will be there. In so far as an Eaton's driver is concerned, there is no such thing as a right of way at an uncontrolled intersection."

A bi-weekly road test given all Eaton vehicles was outlined by Mr. Tucker. Two things must be watched for good driving, he declared; these are careful signals and proper action at all stop signs.

Mr. Eaton Presents Token Award

Mr. G. M. Eaton, director, made a token presentation to Ted Lyons, one of the drivers participating in the campaign, and each of the drivers later received part of the \$1,200 prize money. Mr. Eaton congratulated the drivers on their enviable record and thanked them on behalf of the Company.

New Pedestrian Traffic Light Exhibited

Mr. W. Ellinthorpe, city signals engineer, demonstrated a model light system which is to be set up at the Portage Avenue and Main Street intersection when supply of materials permits. The new system, which involves four standards bearing four lights in place of the conventional three, splits the traffic cycle up into three phases instead of two. The extra phase would be for turning, during which time straight-crossing traffic would stop, he said.

A programme of entertainment under the direction of Wilf Davidson, CKY, interspersed the various items of the evening. Thanks to the artists and to all who had contributed to the success of the banquet was expressed by Mr. Tucker. And thus ended the ninth and one of the most brilliant of all our safe-driving campaigns.

Five

DEFENSIVE DRIVING . . . DEFEATS DEATH!



C.O.D. PARCELS

THE CORRECT WAY
MAKE PLAIN FIGURES

If Figures on Bill are NOT CLEAR SEND
PARCEL BACK TO TABLE
and Have Price Rechecked

Handwritten bill for Mrs. A. Jones, 163 Berry St, St. James. Amount C.O.D. \$165. Includes a circular stamp with '214' and '1306-44'.

CHECKERS
NUMBER

Handwritten bill for Mrs. A. Jones, 163 Berry St, St. James. Amount C.O.D. \$165. Includes a circular stamp with '214' and '1306-44'.

DRIVER'S C.O.D. SHEET. No. 13795. Date 194. Del. 194. Amount of C.O.D. \$165. Checkers' Stamp 30. Remarks: 15.

DRIVER'S C.O.D. SHEET. No. 13792. Date 194. Del. 194. Amount of C.O.D. \$165. Checkers' Stamp 30. Remarks: 15.

YOU MUST HAVE ORIGINAL BILL
BEFORE ENTERING EXTRA ADDRESS

DO YOU RECOGNIZE THIS?

This is a reproduction of an instruction sheet which is a part of the training scheme now being set up in the despatch department.

The entry clerk has to copy from your writing.

Won't you make his job easier by writing plainly?

DRIVER'S C.O.D. SHEET. No. 13796. Date 194. Del. 194. Amount of C.O.D. \$165. Checkers' Stamp 30. Remarks: 15.

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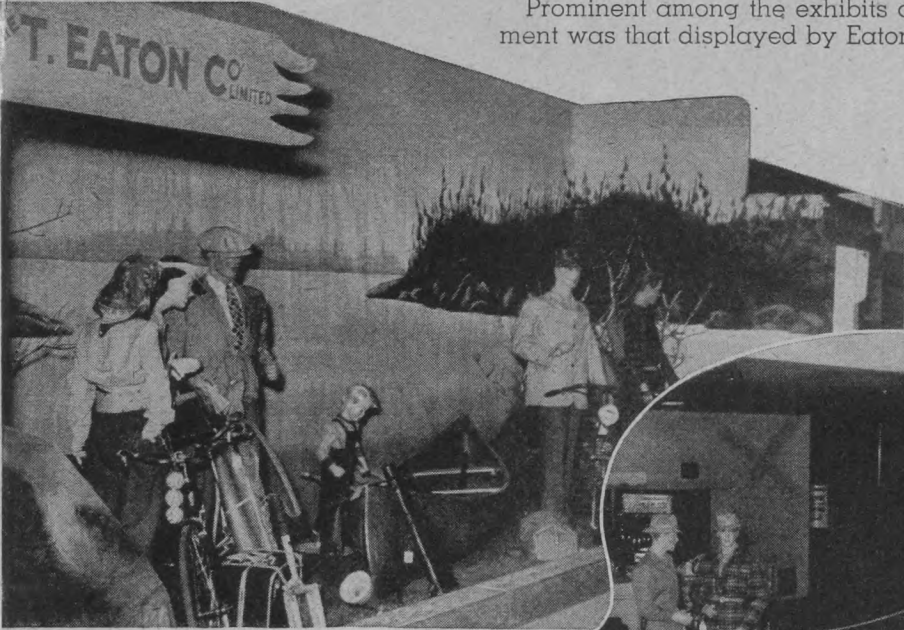
SPORTSMAN'S PARADISE

A veritable sportsman's paradise, and the first of its kind ever held here, the Winnipeg Sportsmen's Show, staged in the Civic Auditorium from April 29th to May 3rd, was a "sell-out" every night!

The big show was creditably sponsored by the Greater Winnipeg Game and Fish Association in aid of the conservation of wild life in Manitoba.

Many thousands thrilled to the demonstrations of bait casting and log rolling in the great tank; also the "field" trials by hunting dogs and other features.

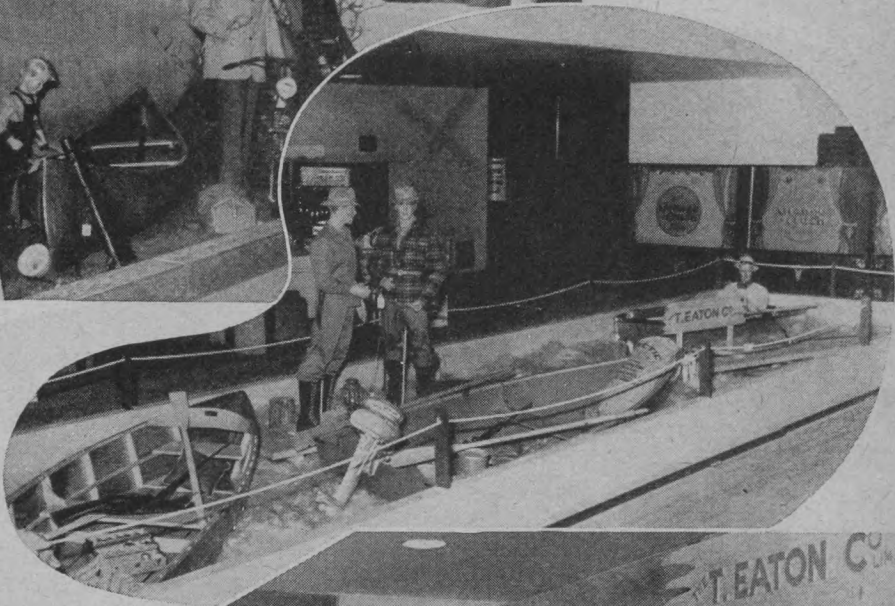
Prominent among the exhibits of sport equipment was that displayed by Eaton's.



The 30-foot wall booth displayed the latest in bicycles, sports equipment, including that sensational "pigmy," the moto-scoot.

A sportsman's dream was the 38-foot display of boats. Realistically floating in spun glass "water," they featured outboard motors and a full complement of hunting, fishing and camping equipment.

The whole display was indeed a credit to our sporting goods department as well as to Eaton painters, carpenters and display men.





Random Shots at the Bowlers' Banquet

Top row, left to right—Mrs. B. C. Scrivener (right) receives a bouquet of lovely red roses from the league—presented by Mrs. E. Howard. Two happy groups shot by camerawoman Jenny Whitehead.

Second row, head table—Mr. Dave Mackie, secretary; Mrs. W. E. C. Hurlburt; Mrs. P. F. Brigden; ye ed. (caught winking); Mrs. Les Gibson; Mr. Jim Johnston; Mrs. A. D. MacDonell; Mr. B. C. Scrivener; President George Firth; Mrs. B. C. Scrivener.

Third row—How's this for a handsome crowd? Next, those Firth brothers—bowling chief George at the mike, and Roy with the golden voice. Everybody happy? yes siree!

Fourth row — More head table guests — third from left is Mr. A. D. MacDonell, next Mrs. Jim Johnston, Mr. Les Gibson and those two loquacious gentleman, deep in some profound philosophy, Messrs. Robinson and Brigden. Next—More celebrants.

Lower row — The champion skippers receive their trophy from Mrs. Scrivener. Here's another gang you know.

BOWLERS' CRESCENDO

Eaton Five-Pinners Gather at Royal Alexandra For Annual Banquet

(Pictures on Facing Page)

When you've bowled with a fine crowd of gals and guys week after week for over six months and then you all get together for a dinner and dance at a top-flight hotel like the Royal Alex—"isn't it a grand and glorious feeling?"

And that's the way some 600 members of the Eaton Mixed Five-Pin Bowling League felt about it as they gathered at the Royal Alexandra Hotel on Saturday evening, April 26th for their annual wind-up.

President George Firth presided for the first time since his return from overseas. Seated at the head table were Mr. and Mrs. B. C. Scrivener, Mr. and Mrs. J. Johnston, Mr. and Mrs. P. F. Bridgen, Mr. and Mrs. Les Gibson, Mr. and Mrs. W. E. C. Hurlburt, Miss Jenny Whitehead, Messrs. G. W. Robinson, George Johnson and Dave Mackie, secretary.

What a Big "Family" We Are!

To look over that sea of faces from the vantage point of the head table was a heart-warming experience! What a big "family" we are! And yet how closely knit! Here in this stately dining room were literally hundreds of pretty girls in party dresses . . . looking, for all the world, like spring flowers, as they chatted with the gay young blades beside them!

Eight Divisions—Seventy Teams

President Firth reviewed the season, paid tribute to his hard-working executive and touched on the spectacular scores. He also expressed the league's warm appreciation of the fine support given it by The T. Eaton Life Assurance Co. and its local manager, Mr. P. F. Bridgen.

Mr. Firth, in a resume of the league activities, stated that 96 team entries were received but, unfortunately, only 70 could be accepted owing to the lack of alleys. The 70 teams were divided into eight divisions, all bowling on Tuesday night, using 40 alleys at the Bowladrome, 22 at the Saratoga, and eight at the Recreation Alleys. Each division was contested in three series, with the 24 series' winners meeting in a final roll-off to decide the winner of the grand championship and the final winners of the eight divisions.

Mr. B. C. Scrivener, store superintendent, with his usual friendly warmth, congratulated the League executives on a most successful season.

"The Company is right behind you," said Mr. Scrivener in stressing the value of clean, competitive sport which is helpful in our business lives since it promotes a healthy mental and physical condition.

Prizes Presented

Trophies and prizes were presented to the grand champions and the various divisional winners by Mrs. B. C. Scrivener, who, as always, received an enthusiastic welcome. Mrs. E. Howard presented a bouquet of roses to Mrs. Scrivener on behalf of the League. (See page ten for pictures of prize winners.)

Near Perfect Scores!

Statuettes were presented to Miss Rose Gordon and Mr. Bill Webster for record scores bowled. Rose had 445 single in the roll-offs, while Bill bowled 440 in league play.

Delightful Entertainment!

During dinner, Mr. Roy Firth (bass) and Mr. Tommy Laidlaw (pianist) "brought down the house" with their artistry. It was a distinctly high-class programme by two young war veterans whose talents have been recognized both overseas and by Canadian audiences.

A special ovation was given Billy Russell, a veteran Eatonian of 46 years' service. Billy, explained President Firth, was attending his first bowling banquet.

Dancing to the peerless strains of Irving Plumm's orchestra rounded out this altogether delightful evening.

* * *

Looking Backward

More than two decades ago independent groups of Eaton bowlers were united into one big organization which is known today as Eaton's Mixed Five-Pin Bowling League. Conservatively speaking, one of the largest in Canada, this league is also one of the most efficiently operated. Apart from the generous encouragement extended by the Company, much of the credit for the league's success is due to the guiding hand of a few pioneers. For example, we recall the grand job of work done by that gracious and well-loved lady, Mrs. Elsie Smallwood. A quarter-century Eatonian, Mrs. Smallwood was prominent in the organization of our women bowlers and was league secretary for several years. Such names as Fos Johnson, Bill Curry, George Johnson, George Robinson, Bill Patton, Syd Gerrard and others are also indelibly linked with the big Eaton league's development over the years.

To them a cheer for building up an organization whose conduct and achievement in a clean, healthy and thrilling sport is second to none!

Nor must we forget the splendid job of work being done today by such bowling enthusiasts as the club secretary, Dave Mackie.

This little journal has a private word of thanks to Dave for his comprehensive bowling reports which make Contacts' deadline un-faillingly each month.



Dave Mackie, secretary

Prize Winners—Eaton Mixed Five-Pin Bowling League



Nomads—Left to right: Ray Puttaert, June Des Brisay, Esther McGowan, Mary Moore, Eric Guile (captain).



Gay Ones—Left to right: Marie Karpec, Bill Maskell, Ethel Stefansson, Cliff Elrick, Bessie Valentine (captain).



Skippers (Club Champs)—Rose Kurtz, Bill Webster, Helene Braid, Ernie Wall (captain), N. Moore.



Red Hots—Bob Simpson, Polly Maksymchuk, Jim Reid (captain), Claire Fortin, Rhoda McDermott



Warehouse Five—Ruth Paul, Harry Sabat, Edna Bishop, Alex. MacLachlan (captain), Daisy Stoney.

Fuzzies—M. Montford, Jack Yates, Guy Cancilla (captain), Edith Quinn, M. Christopherson.



Huskies—Gertie Thompson, Bill Montford, Amy Irvine, George Firth (captain and league president), Mrs. Jessie Hainstock.

Hucksters—Mrs. Terry Taylor, Dave Mackie (captain), Lil Peterson, Jack Meyer, Jean Paterson, Bill Hogg, Frances Golebioski.



Fred Game Celebrates Thirty-Five Years With Eaton's And All in Bachelordom!

Yes, sir, April 24th was a wonderful day for Fred Game (men's furnishings, mail order), who, amid the acclamation of his many friends, celebrated the completion of 35 years' service with the Company. The fact that Fred is well known and highly respected throughout the store and mail order was proven by the many gifts and good wishes showered upon him on his "big day." The climax

of Fred's good fortune was the presentation by Mr. Les Cleve of a radio on behalf of the staff.

Digging into Fred's "memoirs," we find that he came to Winnipeg in 1910 and joined Eaton's in 1912. In 1914, when the call of the First World War sounded, Fred joined the C.E.F. and served overseas with the 3rd Field Unit and the Cyclist Battalion. He was later transferred to the R.A.F., where he gained his commission.

Fred's a real sportsman, with almost every sport to his liking. In his younger days he was a crack rugby player and did his share of fishing, curling and golfing. He still gets the urge to swing the irons, and, we are told, can hold his own with the younger set. He's a confirmed "bookworm" and enjoys nothing as well as a good book; and, girls, listen to this: for 35 years Fred has been an eligible but, alas! one of our most confirmed bachelors!

We wish you all the happiness and good health in the world, Fred, for many more years to come!

* * * *

Fellow Workers Honour Mr. Tommy Poole

Second of Poole Trio To Complete 35 Years' Service

When genial Tommy Poole (meat department) came to work on the morning of May 3rd, he was greeted by a beautiful trillite lamp, but still brighter were the smiles of his co-workers whose gift it was. 'Twas the occasion of Tommy's 35th year of continuous service with the Company and the department did him "right proud!" Tommy's reserved nature (?) won't allow us to mention the many nice things said by Mr. W. Hodgson, group manager, who made the presentation, but Tommy's popularity needs no telling.

Born in Preston, Lancs., Mr. Poole is one of the well known Poole trio. Brother Sam (mail order jewellery) celebrated his 35th anniversary on April 13th and George (supply department) will celebrate his next year. 'Tis a wonderful record of which the Pooles are very proud.

Tommy is a true sportsman in every sense of the word, with fishing and golfing his first loves. In fact he has followed in the footsteps of many other Eatonian sportsmen and has bought himself a cottage which is nestled on a lonely little lake in Ontario. Here Tommy hopes to while away his summer vacation just a-lazin' and a-fishin'!

One of the very active members of the St. John Ambulance Corps during the war, Mr. Poole still busies himself with the organization. He is also a charter member of the Sturgeon Creek Masonic Lodge. Our very best wishes to a "great guy."



Top Picture—Mr. Poole receives the congratulations of his chief, Mr. Bill Hodgson (right).

Circle—Tommy gets a birthday salute from a charming admirer as Mr. M. Morrow looks on.

1917 — CONGRATULATIONS, OLD-TIMERS! — 1947

On your behalf we extend hearty congratulations to Mr. Thomas E. Masters (elevators) and Mr. Nicholas E. Livingston (first assistant, stock audit), who recently celebrated thirty years with the Company, Mr. Masters on April 30th and Mr. Livingston on May 28th. That extra week's vacation isn't hard to take!



Top Picture—Mr. and Mrs. Wildman admire the lovely mirror—a "reflection" of the elevator staff's good wishes.



Lower Picture, left to right—Mr. Alex. Murray, supervisor (left) congratulates Mr. Wildman; son Henry Wildman; Mrs. Wildman receiving congratulations of Mrs. Murray; Wildman daughters, Mabel and Mary.

Leonard Wildman Celebrates 35 Years With Eaton's

Leonard Wildman (elevators) has a right to be proud, with the chalked-up score of 35 years' continuous service as an Eatonian, which he celebrated on May 3rd. Mr. Wildman (commonly known as "Jimmy") was born in Broughton, Northamptonshire, England, and came to Canada in 1912, joining the Eaton staff the same year. He has served all his 35 years with 144 department . . . and that's a lot of ups and downs! "Jimmy" served his time in the First World War with the 78th Battalion and had the bad luck to be wounded during the Battle of the Somme. Now all his battling is with stubborn weeds in his garden.

Married, Mr. Wildman has one son and two daughters. Henry, his 21-year-old son, recently returned from overseas, where he served with the R.C.A.F.—another proof of the old adage "Like father, like son!"

Mrs. Wildman, the former Clara White, was a member of the general office staff prior to her marriage.

A surprise presentation of a beautiful console mirror was made at Mr. Wildman's home on the eve of May 3rd, when Mrs. Wildman also received a bouquet of flowers as a tribute from the department.

Mr. Alex. Murray, supervisor, recently back from a business trip in leading American cities, where he visited many large department stores, spoke highly of the calibre of our elevator service. It is unexcelled, he declared, by any other system which he had seen in operation.

The remainder of the evening was spent in the enjoyment of Mr. and Mrs. Wildman's hospitality.

* * * *

Mr. Douglas Grey Hurdles 35th Year of Service!



Mr. Douglas Grey, first assistant of mail order books and stationery, completed his 35th year of service with the Company on May 2nd. This great event could never go unmarked for a man uncommonly known as Nathaniel and so a special dinner at the St. Charles Hotel was arranged in his honour by the department. After this most enjoyable repast, the gang "hailed back" to the home of Mr. S. C. Florence (head of department) where Mr. Grey was enthroned as king for a day!

During the morning of "his day," Mr. Grey received an electric razor as a loving tribute from his associates and friends.

Born in Thessalon, Algona District, Ontario, Mr. Grey is married but has

no children. He is a veteran of the last war and has as his hobbies, golfing and fishing. An all-round good fellow, we hail Mr. Grey with a hearty 35-year cheer. Hip, hip, and a tiger for the next 35 years.

Another Member from the Stork Club!

Congratulations to Paul Finbogason (warehouse refrigerator repairs) on the birth of a daughter, Patricia Marguerite, on April 25th. 'Tis an added attraction in the Finbogason home

because little Patricia is the first girl to be born in the Finbogason family for 46 years.

Mother is the former Thelma Thorvardson of the electricals and they have a three and one-half-year-old son, Kenneth.



"Scots Wha Hae"
(and others that would
like to be Scots,
nae doot!)



"Wi' a lassie
by ma side!"

Aye! 'Twas a
Bonny Day!



Mr. J. W. MacKenzie Celebrates 35 Years With Eaton's

May the 20th, 1947 will stand out as a red letter day in the mail order women's and misses' coats, mitts and furs department as the day when Mr. J. W. MacKenzie, head of department, celebrated 35 years with the Company. Congratulations started out bright and early. When Mr. MacKenzie arrived, the MacKenzie clan and other pseudo Scots were on hand to greet him, all "scotched" up with balmorals and the scarves of their own tartans.

As Mr. MacKenzie reached the aisle to his office, a portable gramophone was started and the guest marched in to the "skirl of a Highland schottische" (no bagpipes obtainable). After a real warm welcome was given Mac by the Scottish lads, the gals trooped in to pay their respects to the "chief." All day long the many friends and well-wishers came with their greetings, given to the accompaniment of the stirring Scots music.

Following the all-day celebrations, the staff of 44 and 48 departments and store friends from 244 and 248 gathered at the Rose Room in the St. Charles Hotel for a "wee bite" in the form of a dinner. When all appeared satisfied, the genial chairman, Mr. George Murray, made a few witty (?) remarks then called upon Mr. Lee, supervisor, to make the presentation. Mr. Lee touched upon the outstanding qualities of Mr. MacKenzie, both in business and as a sincere friend, and the untiring energy he has always

shown in everything he undertook. Mr. MacKenzie very fittingly replied, and thanked the staff for the splendid co-operation he has received during the past years. He also thanked all present for their greetings and good wishes, and for the pair of lovely petit-point pictures presented to him on behalf of the staff.

Congratulatory Messages Read

Mr. Norman Taylor, supervisor of women's furs, then read a batch of telegrams received during the day from the eastern buying offices and from many friends Mr. MacKenzie has come to know in his capacity as buyer for the mail order coats and furs.

Mr. Fred Martin, assistant, 44 department, (himself edging 40 years with Eaton's) then spoke of his association with Mr. MacKenzie during the past 27 years and also extended the good wishes of the assembled gathering to both Mr. and Mrs. MacKenzie. He then called on Miss Winnie Bowley who presented Mrs. MacKenzie with a lovely bouquet of flowers. Mrs. MacKenzie charmingly replied with "Thank you for everything."

Mr. Gill Hall, first assistant, 244 department, wished the honoured couple the very best of health and every success with many years to enjoy them.

"For They Are Jolly Good Fellows" was chorused enthusiastically and a great day came to an end. What a day! What a day!

Thirty Years of Service for Tom Masters

April 30th was the day of days for Mr. Tom Masters (elevators). That day marked the completion of thirty years with the department . . . and that's no mean record of "ups and downs."

Mr. Masters was born in Ashford, England. He came to Canada in 1913 and engaged in farming until the war started. He became a member of the 4th Royal Irish Dragoon guards and served till his discharge in 1916.

Married, with a son and daughter, Mr. Masters is fond of gardening and fishing. We hear he is hoping to go to Banff this summer where he will certainly be able to practise in that angler's paradise.

Marking the occasion, Mr. A. Murray (supervisor) presented Mr. Masters with a handsome easy chair from the staff.





Timothy Eaton

Quarter Century

Club

Inaugurated 1919



Welcome to the EATON Quarter-Century Club

Mr. L. V. Salton, Honoured

Co-ordinator of Radios, Pianos and Musical Instruments
Receives Memento From His Staff

On Thursday morning, May 1st, representatives of the radio and associated departments under his supervision, gathered in Mr. L. V. Salton's office to congratulate their chief on the occasion of his quarter century with the Company.

Speaking on behalf of the staff, Mr. A. Wallis, supervisor, thanked Mr. Salton for the guidance, inspiration and leadership he had always given them—especially through the difficult years. He also spoke briefly of radio's remarkable development. "What a contrast," said Mr. Wallis, "from the old 'crystal set days' when Mr. Salton and I first worked together, to the department today!" He also paid a tribute to Mr. Salton's promotion of the "Viking" branded line, and then on behalf of the staff presented him with a pair of binoculars as a memento of the occasion "so you can see into the future." Congratulatory messages to Mr. Salton from Company points and business connections were then read. These included a telegram from our President.

Mr. Salton thanks his staff—"We say time marches on" . . . quoted Mr. Salton in thanking his staff, "but for some of us it has flown. Mine have been a very happy 25 years. What little we may have achieved," he added, "has only been achieved because you have given us grand co-operation and support over the years."

Mr. Salton holds "Open House"—During the evening of his quarter century day, Mr. Salton held "open house" at his home for many friends and business associates and here was prominently displayed a big basket of flowers sent to Mrs. Salton by the former in honour of the occasion.

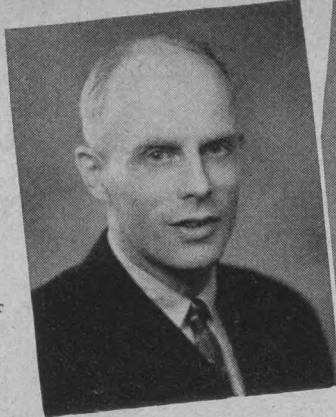
Radio Pioneer—Ontario born, Lynn V. Salton is the son of the late Rev. Dr. Salton well known Methodist minister who occupied pulpits at a number of Canadian points. Mr. Salton, junior, served with the navy in World War I holding the rank of staff wireless officer. Before coming to Eaton's he was in charge of the Free Press radio station. Thus, despite his comparative youth he is a pioneer in the field of radio and is a member of the Institute of Radio Engineers.

Lower Left—Mr. Salton receives the congratulations of Mr. A. Wallis, who also presents a memento from the staff.

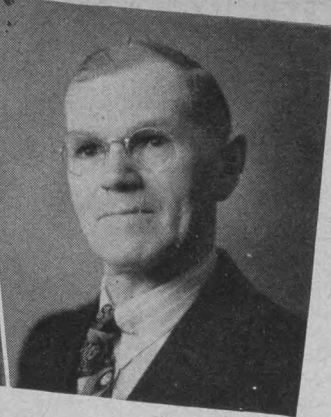
Lower Right—Delighted with his gift, Mr. Salton says: "Not since my navy days have I possessed a pair of binoculars."



Charlie Jenner



Sydney Done



Two Members of Eaton Printing Plant Join Quarter-Century Club

Mr. Charles T. Jenner — May 15th

Winnipeg born, Mr. Jenner joined our printing plant on May 15th, 1922 and today is a pressman. During the second world war he took time out to serve his country as a gunner with the 19th Field Battery, R.C.A., and was through the tough fighting of Sicily and Italy. Hopes to go on a motor jaunt when the long quarter century holiday rolls around. Happy highways, soldier!

Mr. Sydney Done — May 18th

Mr. Sydney Done, a pressman of the printing plant, chalked up his quarter century of service on May 18th.

Born in Worcester, England, Mr. Done came to Canada in 1906. He fought in World War I as a member of the Army Service Corps for three and one half years. He is married with a married daughter who lives in Toronto and a married son. Golfing and gardening are "his meat" and we bet he gets a marvellous tan pursuing his hobby in the "good old summer time!"

* * * *

Twenty-Five Years of Service for Mr. George McMillan

Here's a real Scotsman for ye—'tis Mr. George McMillan of the staples department. He was born at Tillicoultry in Checkmonan, Scotland (oh, that spelling!), and worked from 1899 to 1921 with the St. Cuthbert Corporation in Edinburgh. Coming to Canada he joined Eaton's on May 22nd, 1922 and has been with the Company ever since.

A veteran of the first world war, Mr. McMillan served for three years in the Argyll and Sutherland Highlanders, kilts and all!

Mr. McMillan is a widower with three children. His hobby is gardening and, we hear, has the magic touch. For his looked-forward-to vacation he's thinking of taking a trip to the North country with his son.

On behalf of the department, Mr. McMillan was presented with a lovely woolly pair of real Scotland-made blankets. Also from the staff, he received an exquisite silver tray. During "his day," Mr. McMillan received congratulations and messages from his many store friends. Among the well-wishers were Mr. B. C. Scrivener, Mr. W. G. B. Dailley and Mr. A. D. MacDonell. Our best to one of the best—a new Eaton quarter-centuryite!



WHAT IS A CUSTOMER?

A customer is the most important person ever in this office—in person, by mail or by telephone.

A customer is not dependent on us—we are dependent on him.

A customer is not an interruption of our work—he is the purpose of it. We are not doing him a favour by serving him—he is doing us a favor by giving us the opportunity to do so.

A customer is not an outsider to our business—he is part of it.

A customer is not someone to argue or match wits with. Nobody ever won an argument with a customer.

A customer is not a cold statistic—he is a flesh-and-blood human being with feelings and emotions like our own, and with biases and prejudices.

A customer is a person who brings us his wants. It is our job to handle them profitably to him and to ourselves.

That is what a customer is—in your business, in our business, or in any business. Some people seem to have forgotten a few of those basic truths in recent years, but it is high time to be remembering them again. Tomorrow may be too late!

—Paul Talbot
(From United Business Service "The Back Yard,"

James Lockhart Joins Quarter Centuryites

The receiving room office with its imposing wall decorations of 47 framed quarter-century certificates has another old-timer to add to its list. Yes, May 3rd was the big day for Mr. James H. Lockhart (popularly known as Jim). After as many "boys" as possible had squeezed into the office, the fun started. With the accompaniment of warm handshakes and the hearty congratulations of Mr. C. E. Tribble, head of department, Jim was presented with a smart Gladstone travelling bag. He remarked on the appropriateness of the gift, as it is his fond hope to reach the skyscraper city of New York while on his quarter-century holidays.

Mr. Lockhart is one of our merry Irish—big, broad-shouldered, easy going, while here and there in his speech one catches a glimpse of a rolling brogue. Born in the county of Armagh, Jim came to Canada in 1913. His continuous service with the Company dated from 1922.

Married, he spends much of his leisure time in the backyard garden of his home. He is an accomplished walker; even street cars have difficulty keeping up to him!

It is with the greatest pleasure that we welcome Mr. Lockhart into the Quarter-Century Club, and here's wishing him a happy and healthy quarter-century more!

* * * *

Miss Bessie Towall Joins Quarter-Century Club

Sporting Goods Staff Present Her With Gold Wrist Watch



"Hearty congratulations on the occasion of your 25th anniversary. You are a tower of strength and it is grand working with you."

—F. N. Cowley.

When, on top of gifts and congratulations, a gal gets a message like that from her chief on her quarter-century morn, it's a wonderful feeling! Bessie, who completed her 25th year with the Company on May 17th, is a 100% sporting goods product.

Born in Renfrew, Scotland, she came to Canada with mom and pop when a little lass of seven. Her first and only job was in Eaton's sporting goods department. Starting as a parceller she later was on the sales floor and then took over the office where she is in charge. On Bessie's big day the staff decked her desk with 25 lovely red roses. Then on behalf of the department, Mr. John Moss presented her with a gorgeous gold wrist watch. Apart from Mr. Cowley's telegram quoted above, there were other congratulatory messages. These included a cable from Miss Marg Sypher, formerly of the sporting goods staff now living in Eire.

Yes, 'twas a real happy day for this quiet, kindly Scots lassie whose chief interest in life, apart from Eaton's, is church and welfare work with the St. James Gospel Hall. Many happy returns, Bessie, from a host of friends in these parts!

WEDDING RING—A matrimonial tourniquet designed to stop circulation.

* * *

The best place to find a helping hand is at the end of your arm.

Sixteen

You can't rise with the lark if you have been on one the night before.

* * *

Some folks pay a compliment as if they went down into their pockets for it. —Younkers



Welcome Leifur Summers to Quarter-Century Club

To the strains of south-sea music softly rendered by a stringed quartette, some 168 Eatonians made their way into the Blue Room of the Marlborough Hotel at 6 p.m., May 14th, for the purpose of honouring Mr. L. E. Summers (supervisor of cashiers, parcel inspectors and kindred departments). After a delightful dinner, the formal proceedings followed under the capable chairmanship of Mr. J. H. Keys.

With Mr. H. Greenwood as leader of the singing, the girls and boys gave out with the sentimental ballads of yesteryear which never grow old. To the delight of the gathering, the head table obliged with the popular refrain "Let Me Call You Sweetheart."

With a short address of welcome to the guest of honour and thanks to those who had made the gathering possible, Mr. Keys called on Mr. B. C. Scrivener, store superintendent, whose pleasant duty it was to make the presentation. Mr. Scrivener paid tribute to Mr. Summers as an energetic, enthusiastic man; never tiring in his efforts for the boys and girls under his command. He also said that the great number of members who had turned up to help Mr. Summers celebrate his anniversary with the Company gave testimony to the love and respect in which Mr. Summers is held by his staff. Mr. Scrivener also paid a gallant compliment to Mrs. Summers for the help and inspiration she has given her husband over the years.

Our superintendent then presented Mr. Summers with a handsome silver tray and cocktail shaker as a memento from the staff. A beautifully inscribed book recording "this milestone in the life of Leifur Summers" and signed with the names of all those present at the gathering, was given to Mr. and Mrs. Summers. At this point Mrs. Summers was presented with a bouquet of red roses by Ina Johnsen.

Deeply touched by the presence of so many of his girls and boys and by the messages of congratulations read by Mr. W. Spenceley, Mr. Summers thanked the staff for making his quarter century such a memorable event "This gift," he added, "will be treasured not for its monetary value, but for the beautiful sentiment which accompanies it."



Top Left—Fair admirers of Mr. Summers decked his desk overnight.

Top Right—Smiling happily, Mrs. Summers (right) receives a lovely tribute of roses.

Centre—Opening the gift, while the head table guests look on. Left to right: Mrs. J. H. Keys, Mr. W. Spenceley, Mrs. B. C. Scrivener, Mr. Summers, Mr. J. H. Keys and Mrs. Summers.

Lower—A glimpse of the big gathering.

Employing his talents as our "poet laureate," Mr. W. Gould presented a witty epistle composed for the occasion.

Some sparkling entertainment rounded out a wonderful quarter-century celebration.

Our very best to you, Mr. Summers, and "may you have many happy summers" to come!

Proudly We Present Those... **Champion Check Writers!**

Aggregate Winners in the "Perfect" Sales Check Competition

Time was when **bad** writing meant social ostracism, banishment from the royal court, or worse. Indeed, the good calligrapher, or penman, of the sixteenth century also enhanced his bid for favour by dusting gold, silver or even powdered mica over his beautifully executed script.

Nowadays, **bad** writing is not, of course, considered an attribute of the uneducated. Nor yet is "copperplate" writing the only requirement for fame and fortune.

Business today, however, and especially the department store business, demands good plain writing and figures. The other kind—illegible scrawls and hieroglyphic figures—take their toll in waste of time, temper and costly disruption of system.



Front Row, left to right—Miss A. Falles, service groceries; Mrs. D. Fogg, china; Miss N. Smithson, sportswear; Mrs. M. DuBois, millinery; Miss M. Farrell, sewing machines.
Back Row—Miss D. Klohn, yard goods; Mr. R. Hutchinson, sporting goods; Miss S. Gerelus, fancy goods; Mr. A. H. Peabody, men's furnishings; Miss M. Fowler, women's dresses.

The results of our "**Perfect**" Sales Check Competition just completed, have been watched, therefore, with keen interest. Contacts is now pleased to report a substantial reduction in errors, wrong addresses, illegible writing and poor figures—a fact that makes everybody happy—especially Eaton drivers, not to mention the hard-working committee.

The ten Eatonians featured on this page are the finalists and winners of a special prize. Their sales checks were selected the greatest number of times by the drivers and committee during the four weeks of the competition.

The awards were made on May 16th by Mr. B. C. Scrivener who, on congratulating each winner said: "You are an example to your department . . . go and spread the good tidings."

COMPETITION TO BE REPEATED! It has been decided to make the sales check competition a quarterly feature. On one day a week for a month ten prizes of \$2.00 each will be awarded daily, or a total of \$20.00 weekly.

The Next Sales Check Competition Will Be Held During the Month of July

WRITE PLAINLY

Name *Mr. M. Smith*
Address *524 Basswood Pl.*

Sales No. *32* Date *11/4* Del. *9* K
W 252 979-42
D.A. or K. 56373
C.O.D.

Name *Mrs. Craig*
Address *1866 Assiniboine Ave*
Sales No. *26* Date *2/4* Del. *9* K
W 233 19975-4
C.O.D. 135

Name *Miss E. Thornquist*
Address *294 Lansdowne Ave.,*
ST. JOHN'S
Sales No. *14* Date *26/4* Del. *9*
W 228 10701-40
D.A. or K. 42748
T. EATON CO. CANADA

Name *Mrs. J. Cathcart*
Address *693 Jessie Ave*
Sales No. *33* Date *1/5* Del. *9* K
W 279 89160-5
D.A. or K. 119
C.O.D.

Name *Mrs. Cunningham*
Address *26 Fleetwood Pl.*
Sales No. *3* Date *29/4* Del. *9* K36846
WPG. 204 76870-2
D.A. or K. 3 95
C.O.D.

DEPT. NAME
SECT. ADDRESS
SALES
DATE
DEL. 9
W 425-35
D.A. or K. 35
T. EATON CO. CANADA

DEPT. NAME
SECT. ADDRESS
SALES
DATE
DEL. 9
W 42693-42
D.A. or K. 42
T. EATON CO. CANADA

WRITE PLAINLY

Name *Miss O. Shumlak*
Address *471 Galloway Street*
ST. JOHN'S DISTRICT
Sales No. *261* Date *24* Del. *9* K
W 24 B 6736-6
D.A. or K. 6
C.O.D.

Name *Miss Gibb*
Address *412 Andrews St.*
ST. JOHN'S
Sales No. *14* Date *7/4* Del. *9* K40740
W 246 0691-40
D.A. or K. 10 95
C.O.D.

"Perfection," says Webster, "is the highest possible degree of excellence." Absolute perfection is a tall order for the human animal . . . and perhaps not attainable either in writing a sales check or any other endeavour by man. But the writers of the checks reproduced here, at least "hitched their wagons to a star" and consistently, day by day, came the nearest to perfection. So let's give them a well-earned cheer!

Finally, Here's Proof of the Pudding! COMMENTS RE SALES CHECK COMPETITION

Route Markers . . . "No comparison with what sales checks used to be."

Drivers . . . "Noticed much improvement in figures and completeness of bills."

Despatch . . . "A record is kept here of parcels that have: wrong addresses, poor figures, illegible writing, etc. During the month of the competition the total of these was checked weekly. We find competition a big success and decided improvement in writing and figures."

* * *

NOTE—"Del. 9" (9 only—nothing more).

WEEKLY WINNERS IN THE "PERFECT" SALES CHECK COMPETITION

Held From April 7th to May 5th

Mrs. Thompson (204)	Miss Gerard (208)	Mrs. Neville (212)	Mrs. Simpson (279)
Miss McFadyen (205)	Miss Goldie (204)	Mrs. Fowler (341D)	Mr. Horton (281)
Mrs. Symonds (210)	Miss Howie (205)	Mrs. Smithson (246)	Miss Woloshyn (274)
Miss Webber (222)	Miss Mitchell (210)	Miss Chapeau (253)	Miss Parfit (147)
Miss Bowling (224)	Miss Embury (215)	Mrs. Melnick (267B)	Mr. McCulloch (209)
Miss Haig (233)	Miss Rutherford (224)	Miss Eggerton (267)	Mr. Davis (261)
Mrs. Britton (267)	Mr. Benson (228)	Mr. Johnston (274)	Mr. Frampton (228)
Mrs. Fidler (267)	Mrs. Spurway (233)	Miss Piper (279)	Mrs. Richardson (252)
Mrs. Studham (279)	Miss Blagden (252)	Miss Mills (379)	Miss Flynn (215)
Mrs. Owen (279)	Miss McAlpine (203)	Miss Hudson (204)	Miss Grundy (214)
Mrs. Howard (209)	Miss Stevenson (221)	Miss Beddy (210)	Miss Douglas (201)
Miss Baker (212)	Mrs. Kiohn (233)	Miss Blaikie (227)	Miss Walters (203)
Miss Russell (222)	Mrs. Scott (244)	Miss Blagden (252)	Mr. Blakeman (228)
Miss Mills (224)	Mrs. Gobeil (252)	Mr. Hutchinson (261)	Mr. Halliday (233)
Mrs. McDougall (233)	Miss Martin (253)	Miss Plamondon (267)	Miss Legare (233)
Mr. Glass (237)	Miss Farrell (270B)	Miss Munson (300)	Miss Baker (212)
Miss Martin (253)	Mr. Thompson (281)	Miss Young (926)	Miss Kachman (279)
Mrs. Mathews (300)	Miss Farmer (937)	Miss Watson (147)	Mrs. Cogle (279)
Miss Ainsley (926)	Miss Innes (147)	Miss Alexander (224)	Miss Mitchell (210)
Mrs. Montford (104)	Miss Usher (209)	Mr. Peabody (228)	Miss Finlay (224)
Miss DuBois (204)	Miss Mitchell (210)	Mr. Johnston (228)	Mrs. Aldous (280)
Miss Morris (209)	Miss Purndck (222)	Miss Wilkes (333)	Mrs. Smithson (246)
Miss Allison (222)	Mrs. Shalley (224)	Mrs. White (237)	Mrs. Milne (201)
Miss Eastoe (233)	Mrs. Wells (241)	Mr. Allen (238)	Mrs. Simpson (279)
Mr. Thorp (256)	Mr. Whitney (228)	Mr. Caven (253)	Mrs. Graceffo (205)
Mr. Parson (270)	Mr. Maitland (528)	Mr. Hutchinson (261)	Mr. Thompson (281)
Mr. Craik (274)	Miss Gibson (280)	Miss Wilson (267)	Miss McFadyen (205)
Mr. Acheson (277)	Miss Graham (147A)	Miss Kurtz (901)	Miss Gerelis (224)
Mrs. Stubbin (279)	Mr. Best (928)	Miss Lenton (214)	Mrs. Quaipe (210)
Miss Parson (110)	Miss Dennett (205)	Miss Jefferson (212)	Miss Fowler (341)
Miss Robinson (209)	Miss Morris (210)	Miss Snider (205)	Miss Deacon (224)
Miss Trower (236)	Mrs. Reid (224)	Miss McLean (209)	Miss Sherbino (214)
Mr. Major (237)	Miss Henning (224)	Miss Alexander (224)	Mr. Bell (238)
Mrs. Brownridge (267)	Miss Folnes (236)	Miss Allen (227)	Miss Slaven (300A)
Mr. Baker (428)	Miss Starink (236)	Mrs. Lewis (246)	Mr. Summerville (232)
Mrs. Owens (480)	Mrs. Farnfield (239)	Mrs. Fogg (252)	Mr. McCallum (261)
Mr. Thatcher (270)	Miss Giroux (341)	Miss Burton (277)	Miss Smith (279)
Mr. Cooper (271)	Mrs. Fellowes (279)	Mrs. Trainer (204)	Miss Dunn (224)
Mr. McLarty (277)	Miss Simmons (201)	Mrs. Graceffo (205)	Mrs. Ramsay (205)
Mrs. Carr (901)	Miss Akerstream (201)	Mrs. Greening (210)	Miss Morris (209)
Mrs. Stenberg (233)	Mrs. Walley (203)	Mr. Peabody (228)	Miss Whitehead (212)
Mr. Kerr (236)	Miss Peterson (209)	Mr. McKnight (229)	Mrs. Schmersberger (215)
Miss Sochoski (1037)	Miss Greening (210)	Mrs. Johnson (233)	Mr. McKeen (228)
Mr. Menzie (272)	Mrs. Stenberg (233)	Mrs. Bowen (244)	Mr. MacDonell (232)
Mrs. Horner (274)	Miss Allen (236)	Mrs. Faulkner (244)	Mrs. Stenberg (233)
Mr. Murray (277)	Miss Ross (252)	Miss Askew (300)	Mr. Stocks (261)
Mrs. Falles (279)	Miss McIntosh (341)	Mr. Smith (928)	Mrs. Horner (274)
Miss Maddams (300)	Mrs. Montford (104)	Miss Morris (246)	Mrs. Gridley (300)
Mrs. Kruk (937)	Mrs. Thompson (204)	Miss Farrell (270B)	

Daughter of Eatonian Lauded

Mr. Joe De Montigny, mail order shipping department, has every reason to be proud of his 16-year-old daughter, Yvette, who gained recognition in the recent Manitoba Musical Festival. Winner of the advanced Beethoven sonata class, she was praised by Adjudicator Cornelius Fisher as possessing the necessary perception to render her piece in such a beautiful fashion. Yvette was also winner of the intermediate quick study class and took second place in the advanced Bach class.



HOLD EVERYTHING!

(Top Picture)

April 27th aboard the U.S.S. America there was a bit of a blow on as these pictures were taken of the "eternal seas" in mid-Atlantic. The ship slowed down to 7 knots per hour during this period. How about some bacon and eggs this morning?

**WHOOPS! MY DEAR!**

(Centre Picture)

Here comes another mountainous wave—but "don't let it throw you"—the good ship "America" will ride it out. Mr. C. A. Campbell (supervisor gloves and hosiery) who was among the Eaton buyers aboard, kindly loaned Contacts the pictures.

**FOR DEAR OLD ALMA MATER**

(Lower Picture)

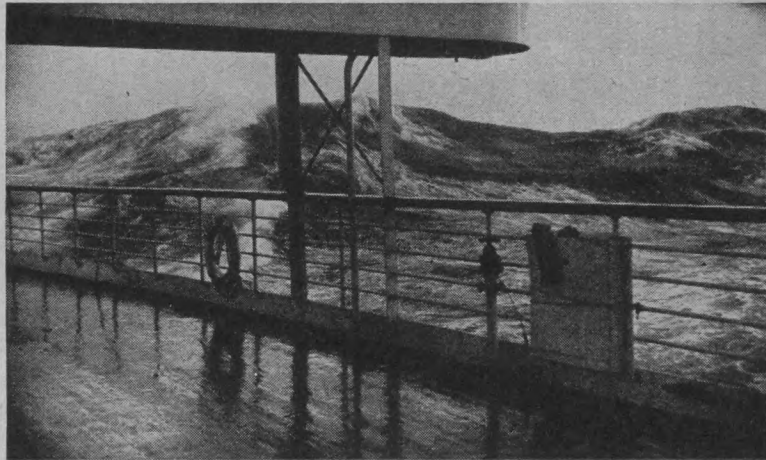
The Eaton photographic department recently received an order to photograph 222 students and teachers of the United College, grades 11 and 12.

The students were divided into four batches and arrived at the portrait studio at 30 minute intervals on four successive mornings.

Four pictures of each student were taken on one film negative, the portrait studio using a repeater back on the camera. Each student was supplied with a choice of four positions, one of which was to be used in the year book. After this was done the picture chosen was printed, the name lettered on the bottom and the whole 222 portraits mounted on a card 7 feet by 4 feet. The picture will eventually be hung in the college auditorium.

This is an example of the many activities of the photographic department.

Illustration shows photographs being mounted by Mr. Brian Hill.





Here and There in the Pictures:

Top left corner: Marg McRae checks over the transportation. Top right: The camera man caught this group of players who had finished. Many others still on the fairways. Seated directly in centre is Mr. W. S. Bickell, Elmhurst president.

Second row, extreme right: Waiting for the bus. Also Mr. A. D. MacDonell examines his sole. (Good thing to do sometimes.)

Field Day For The Fair Ones

Eaton Women Golfers Open Season With Tourney at Elmhurst

"Winnipeg girls are the best looking," opined several experts recently (not local ones, by the way), and they backed their judgment on this warm subject with cold science. These, of course, may be fightin' words to Vancouver, Toronto, Moncton, et al.—but any skeptic who happened to pass the Eaton garage at noon on Wednesday, May 14th, must have admitted that Winnipeg girls possess at least a good-sized share of the nation's glamour.

The reason—165 pretty girls in bewitching golf togs embarking in buses for a field day at Elmhurst. Apart from a single shower, it was a perfect day for golf. President Zella Nott and her capable committee had all details smoothly interlocking as the gals teed off for nine holes over one of Canada's finest golf courses.

Some Good—All Glad—and None Indifferent. As each foursome drifted back and turned in their cards to the scorekeepers, all reported a grand game. True, there were some alibis, but no broken clubs, no cuss words and few lost balls.



Third row: Reg Hinch (men golfers' prexy) gives a hand with the score cards. Circle: President Zella Nott, satisfied that everything is "hunky dory," decides to shoot a few holes.

Fourth row: Mr. W. G. B. Dailley (fedora) thinks it's a grand outing for the girls—even if he did lose a ball in the water hole. Second from right: Madge Vance and Joyce Lawton also keep scores.

Mary Moore Does It Again!

Duplicating her achievement of last year, young Mary Moore, who, pros declare, is a "natural" golfer, captured the low gross.

The "nineteenth" hole arrangements were equally inviting, with a delightful hot dinner awaiting the girls in the spacious club dining room. Mr. G. M. Eaton presided, with President Zella Nott on his right. Also at the head table were Mr. W. S. Bickell, president of the Elmhurst Club; Messrs. W. G. B. Dailley, A. D. MacDonell, H. A. Steele and Jim Johnston.

Mr. Bickell made a brief address, welcoming the Eaton girls to Elmhurst.

Mr. Eaton spoke of the value of having a hobby outside of one's occupation. A hobby that can really enthuse one is a great help when doing routine work, said Mr. Eaton, because it broadens the horizon and gives one something to look forward to that is different.

Mr. W. G. B. Dailley, who "fathered" the women's golf club, paid a tribute to Miss Zella Nott, who has taken such an active part in Eaton sports over the years. Messrs. Jim Johnston, A. D. MacDonell and Harold Steele also

expressed their pleasure that the girls had had such a grand afternoon. Prizes were then presented by Mr. Dailley, assisted with eclat, by Mr. Steele.

Community singing followed, and then (since the committee had thoughtfully invited a number of men golfers) dancing brought the end of a perfect day.

The Prize Winners

Low Gross—First nine, Madge Vance; second nine, Mary Moore. Low hidden hole (fifth), Ruth Zukerman; low hidden hole (thirteenth), Peggy McMillan; low hidden hole (eighth), Jean Marshall; low hidden hole (sixteenth), J. Randall; high hidden hole (eleventh), Vera Dunn; high hidden hole (ninth), May Artiss; high hidden hole (sixth), Joyce Cassidy; high hidden hole (ninth), M. Doyle; high score (first nine), Ruth Hodgson; high score (second nine), Margaret Hatch; most lost balls, Robina Haight (city); most lost balls, Una McKenzie (mail order); most colourful costume, Marg McKenzie (mail order); most colourful costume, Sybil Haneson (city).



GENTLEMEN GOLFERS—

With Field Days To Be Held on June 16-17-18, Here
Are Some Golf Do's and Don'ts Which May
Help To Remove All Doubts As To
Correct Procedure

A FEW SIMPLE RULES TO REMEMBER IN MATCH PLAY

1. A ball must be played wherever it lies or the hole given up, except as otherwise provided for in the rules or local rules.
2. Players cannot agree to exclude operation of any rule or local rule, nor to waive any penalty incurred.
3. When a ball is lifted and dropped under the rules, it must be dropped as near as possible to the place where it lay, and must come to rest not nearer the hole.
4. A lost ball or a ball driven out of bounds—penalty two strokes unless otherwise provided for under local rules.
5. The Stymie Rule is optional if both players agree before match begins.
6. If players' handicaps are not the same and match ends in a tie, a full eighteen holes must be replayed.
If handicaps are the same the match should be continued until one player loses a hole.

HERE'S HOW IT'S DONE

There has been some difference of opinion as to the correct method of arriving at the number of strokes a low handicap player shall give to a higher handicap player. Contacts is indebted to two "golf-wise" Eatonians for the graph below which shows the proper method.

J. Jones, Handicap.....8 D. Smith, Handicap.....12

Difference.....4 strokes

Jones gives Smith $\frac{3}{4}$ of 4 strokes or 3 strokes.

EVERY SCORE CARD HAS A NUMBERED HANDICAP COLUMN

Smith Receives His Strokes on the Holes

Marked 1 2 3 in This Column

PLEASE REPLACE DIVOTS								PLEASE FILL HOLES MADE IN PLAYING OUT OF BUNKERS											
				JONES				SMITH				JONES				SMITH			
Holes	YARDS	PAR	Hdcp	Self	Part.	Opp.	Opp.	Won	Lost	Holes	YARDS	PAR	Hdcp	Self	Part.	Opp.	Opp.	Won	Lost
1	307	4	13							10	325	4	14						
2	347	4	11							11	358	4	10						
3	445	4	5							12	467	5	2						
4	435	4	7							13	185	3	18						
5	484	5	3							14	395	4	8						
6	193	3	15							15	245	3	16						
7	553	5	1							16	465	5	4						
8	400	4	9							17	340	4	12						
9	125	3	17							18	435	4	6						
OUT	3289	36								IN	3215	36							
Signed _____										Total 6504 72									
Date _____										HANDICAP									
										NET									

SIX INCHES

Golfer's Dream Comes True!

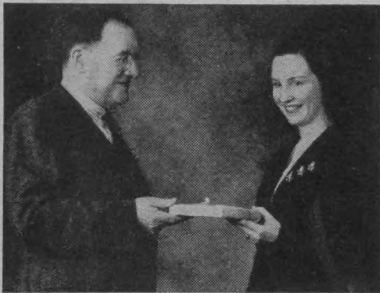
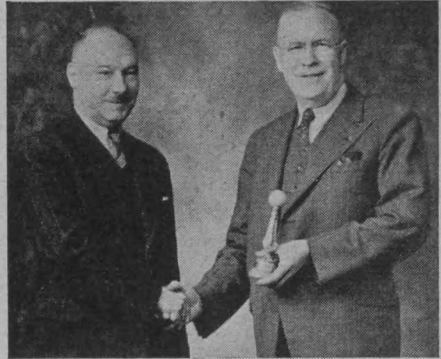
George Bradley Gets Hole In One!

Like every pill swatter, George Bradley (watch repair) has often wondered what it would feel like to get a hole in one and then suddenly, on May 21st, it happened! Playing his knockout game with Cyril Napier over the Tuxedo course, George's big surprise came at the third hole.

Using a midiron of ancient vintage, he whammed his ball down the 125 yards distance and lost sight of it. "Overplayed it," thought George. But glory be! The ball had dropped right in the hole as five witnesses testified.

Such an "achievement" was not to be overlooked by George's workroom pals—they promptly made up the "trophy" shown in the picture and Eaton golfers' president Reg Hinch (left) made the presentation.

Designed from a silver salt shaker, the figure 1 is engraved on the trophy with a hole punched through the 1. Surmounting the trophy is the lucky ball itself. Nice going, George!



"My compliments to the little girl who missed the ball on the 10th fairway at Elmhurst on Wednesday afternoon, May 14th, 1947, at 3:47 p.m."—W. G. B. Dailley.

daunted, Margaret played her second game a week later with phenomenal improvement—65 strokes for nine holes! Congratulations, Margaret.

"None But The Brave Deserve The PAIR"

You've read on this page about George Bradley's headline-making hole in one at Tuxedo—now for contrast's sake we give you charming Margaret Hatch who won many hearts at Elmhurst on the Eaton women's field day, when she turned in the top score of 150 for nine holes. Margaret found the 10th hole a real "toughie." Here with sinking heart but strict attention to her scoring she entered those 32 strokes! When called to the head table to receive her high score prize, Margaret came up with hanging head and blushing prettily. But to show what swell sports they are the girls swung into "For She's a Jolly Good Fellow."

To top off the idea that winning the game isn't as important as playing the game with true sportsmanship—Mr. Dailley presented Margaret with a special prize, a pair of nylons. It was this little lady's first golf game. Nothing

for nine holes! Congratulations, Margaret.

Mr. Ken McGaw Goes To Kenora



Mr. E. J. Adey bids farewell to Mr. Ken McGaw, while the staff of the electricals looks on.

A presentation of a handsome travelling bag by Mr. E. J. Adey (head of department, electricals) was made to Mr. Ken McGaw who left on May 12th to take up a new position in Kenora. Mr. McGaw has been with the Company for eighteen years and was a member of the general office, D.A. office, furniture department, general audit and electricals. All the gang join in wishing him the very best in his new position.



Top Row—Head table left to right: Mr. Bruce Sutherland, Mrs. W. E. C. Hurlburt, Mr. B. C. Scrivener, Mr. Ron. Parker, chairman; Mrs. B. C. Scrivener. "A round-table conference." The Clinkers click for prizes. Left to right: Catherine Murray, Ruth McAllister, Marion Desbrisay, Kay Dyson (behind Marion), Scott Marshall. Prizes presented by Mrs. Scrivener.

Second Row—Smile for the camera man, kids! Edith Bower, secretary, and Shirley Baldner, treasurer, receive special prizes for their untiring efforts on the club's behalf—presentation honours delegated by Mr. Harold Steele to Mr. A. A. Hammond, of Moose Jaw (centre). Next, the Sad Sacks look anything but sad as they come up for prizes—Ken Smith, Elaine McKay, Margaret Cowell, Shirley Galaugher.

Third Row—Popovers pop up for their: Don McConnel, Shirley Crowder, Peggy Brown, Violet Lawrence, Shirley Baldner. Next, Mr. B. C. Scrivener. The Hep Katz get hep to their prizes: Helen Kamecki, Grace Irwin, Rita Fisher.

Statisticians' Stampede!

Those "rumble and crash" devotees of the expense and sales office—the "57" bowling club—held their annual dinner dance and prize presentation on Wednesday evening, April 30th, in the mezzanine of the Marlborough Hotel, and for fun, frolic and originality it was certainly a "top drawer" party!

President Ron Parker handled the controls with characteristic attention to detail that kept the evening speeding along on wings. In this he was aided and abetted by Messrs. Harold Steele and Bruce Sutherland.

Touching on the value of friendships developed in our sports activities, Mr. B. C. Scrivener spoke of the mass of flowers that greeted Mrs. Scrivener and himself on entering their hotel room at Victoria—flowers that bore a greeting card from Eaton recreational groups in Win-

nipeg. It had been a moment of indescribable happiness, said Mr. Scrivener.

Mr. Harold Steele expressed his thanks and that of Mrs. Steele for the flowers and expression of friendliness extended to the latter during her recent illness.



Top Row—The Glad Bags look glad as heck to cop some of the shekels: Ron Parker, Isabel Greenwood, Louisa Maughan, Isabelle Hanna (behind Louisa), May Artiss. Who's the lone ranger at this table? Next, M.C. Bruce Sutherland wanders among the tables getting the guys and gals to give out with song.

Second Row—The Can Tops, champions for the second season: Peggy Davidson, Ethel Woodcock and, trying to look modest about the whole thing, team captain Les Croft. President Ron Parker (right) is presented with a token of appreciation by Past President Harry Craik. Ah! Here's a more equal distribution of charm and brawn.

Third Row—The Termites were in there ticking, too: Grace Martin, Muriel Baxter, Charlotte Breen, Marie Steele. The Doodits—who did just that: Joe Bingham, Hazel Cooper, Clara Greening, Edith Bower, Ruth Ross.

"57" BOWLING CLUB WINDS UP SEASON WITH GAY DINNER PARTY AT MARLBOROUGH HOTEL

Nice Meeting You, Mr. Hammond!

Mr. Steele also introduced Mr. A. A. Hammond, head of the general office at Eaton's, Moose Jaw. A guest of honour, Mr. Hammond was delegated by Mr. Steele to make the presentation to Edith Bower and Shirley Baldner, secretary and treasurer, and he did a masterly job of it. He also won the hearts of the gathering with his engaging friendliness at every turn. Nice meeting you, Mr. Hammond.

Prizes to the various winning teams were charmingly presented by Mrs. B. C. Scrivener.

Mr. Sam Metcalfe, honorary president, who was unable to be present,

was paid a warm tribute by Mr. Harry Craik for his kindness in donating special prizes each year. A vote of thanks to Mr. Metcalfe was proposed and enthusiastically endorsed by all present.

President Ron Parker was thanked by Mr. Craik for his splendid administration of the club over the season. He was then tendered a handsome sport shirt, which no doubt will be seen (and heard) on the fairways this summer.

Games and dancing concluded another top-flight season for that "going concern," the "57" club!



Top Row—"Mr. Chairman" Johnston. Next, Phil Benest (left) tells Mr. Pinfold about that trunkful of seeds.

Bottom Row—Left: Doug Gray (left) receives a radio "so he can listen to the 6 a.m. farm programmes." Next, Arthur Daw (right) is congratulated by Mr. Pinfold.

Anniversaries and Au Revoirs

A happy idea adopted by our mail order department heads and assistants is to "save up" their anniversaries and kindred events—then to periodically "shoot the works" (figuratively speaking, of course) in one group presentation . . . these occasions making a delightful supplement to the regular departmental events.

Thus, on the night of May 8th, five Eatonians whose combined service with the Company aggregates 182 years were tendered a complimentary dinner and presentation at the Fort Garry Hotel. Mr. Jim Johnston presided. The purpose of the gathering, said he, was to honour and show our appreciation of a group of business associates who have completed 35 years or more with the Company. Mr. Johnston then introduced the guests and as each one rose he was loudly applauded.

The Guests of Honour:

Mr. Phil Benest, head of department mail order linoleums, retiring after 40 years with the Company.

Mr. Harry Whitfield, first assistant mail order copying, retiring after 37 years of Eaton service.

Thirty-fifth Anniversaries:

Mr. William Agnew, head of department mail order draperies.

Mr. Arthur Daw, first assistant men's furnishings, mail order.

Mr. Doug Gray, first assistant mail order books and stationery.

Presentations by Mr. R. M. Pinfold

Presentations to the guests of honour were made by Mr. R. M. Pinfold, assistant general manager. Mr. Pinfold spoke an appreciative word of each man's long and valuable service and thanked him on behalf of the Company.

Manitoba Seeds for the Channel Islands

To **Mr. Benest** was presented a steamer trunk which Phil proposes to more or less fill with seeds that he will use to plant a bit of Manitoba in his native Jersey. Thanking his associates, Phil reviewed his long service with Eaton's.

He went back to the days when oilcloth was but 17 cents per yard—"today it would be about



Top—Harry Whitfield voices his appreciation for the parting gift.
Bottom Row—A glimpse of the gathering. Next, a close-up of Bill Agnew, who looks very happy with that barometer.

Mail Order Night at the Fort Garry Hotel Honours Five Eatonians Whose Service With Company Totals 182 Years:

**PHIL BENEST HARRY WHITFIELD WILLIAM AGNEW
ARTHUR DAW DOUG GRAY**

a dollar if it could be had." Bidding us au revoir, Phil said he and Mrs. Benest are returning to the Channel Islands "Where they grow Jersey cabbages 15 feet high and use the stalks for scaffolds when building." (Tsk, tsk, Phil!)

Phil's last word was thanks to the Company for the kindness and consideration shown him in over 40 years service. He would always have happy memories of Winnipeg.

Harry Whitfield, retiring after 37 years with Eaton's was presented with a Parker "51" pen and pencil set. Expressing his thanks, Harry had a lot of nice things to say about the Company, the loyalty and kindness of his friends at Eaton's; the thousands of girls he had worked with and "I'm proud of every one of them"; also the fine co-operation always given him by the employment office.

Mr. Bill Agnew was presented with a barometer "With the hope," said Mr. Pinfold, "that it will always mean fair weather for you." Bill briefly outlined his career which started in the architectural field in Ireland. His Eaton service began with the draperies in Toronto store, then to Winnipeg under the late Mr. Webster. Then three years overseas in World War I; many years with old "226" in the store and recently the mail order draperies.

Bill paid a tribute to the friendliness of the mail order staff of which he was a comparatively new member.

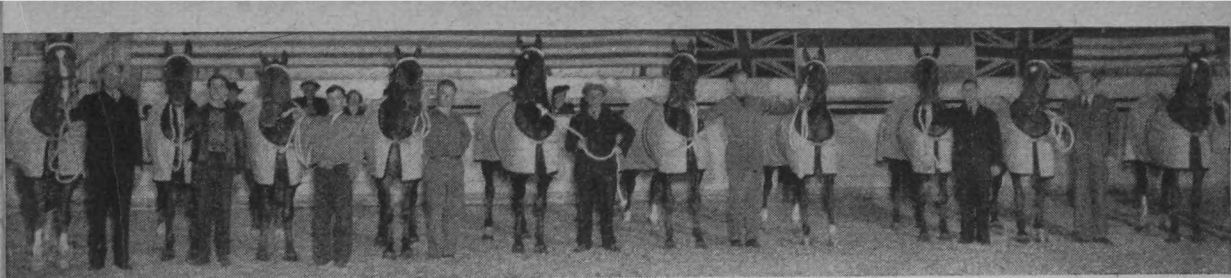
Arthur Daw also received a Parker "51" pen and pencil set as a token of affection from his associates. "Thirty-five years counted by months, weeks and days seems a long time," said Arthur, "but when you pass them with friends who treat you as you hope to be treated—then they fly past very quickly indeed. **Thank you for your friendship!**"

Doug Gray was presented with a radio "So you can listen to the farm round-up at 6 o'clock in the morning," said Mr. Pinfold. Responding, Doug made an address which was an epic in both brevity and wit.

Messages were read from Messrs. John Stronach and W. B. Pickard at Vancouver, and the evening was then devoted to singing the old songs with Harold Price at the piano. Impromptu quartettes grew into choirs with Bob Brown, Doug Macnamara, Greg Johnson (a visitor from Port Arthur store) and other impresarios leading in the clinches.

Thanks go to Bill Curry and his committee for again staging a grand evening!





Attired in their grey and blue blankets and white brow bands, these ten horses from the delivery department, who took part in the Brandon Fair, have unanimously decided to look in one direction when having their picture taken. Their names are (left to right): Golden Boy, Goldie, Gold Dust, King, Sergeant, Soong Chaing, Mayling Chaing, Madam Charm, Stewardess, Golden Star.

Eaton Horses Feted!

Among the Stars at Brandon Winter Fair

Eaton horses again scored their usual triumph when paraded before a capacity audience at the Manitoba Winter Fair held at Brandon from March 31st to April 3rd. Our horses held the stage twice nightly in exhibition runs before the enthusiastic grandstanders. Not content to view this beautiful array of horse flesh from a distance, many of the onlookers visited the horses in their stalls at the rear of the arena. Judging from the comments on the smart appearance of the Company's exhibit, the fair was a complete success as far as the horses were concerned.

Amongst the visitors who made the rounds of the stalls were Messrs. Gilbert M. Eaton, W. B. Pickard, Harold Steele, Bill Hodgson and Graham Carpenter.

The Saddle Stickers' Barn Dance

Eaton Equestrians Celebrate Union of Riding Clubs



Ho there, ye participators of the equestrian art! Recognize anyone in the happy throng which peoples the adjoining page? Yes, it's the gang at the barn dance held on April 22nd at Patterson's barn. The event marked the amalgamation of the respective men's and women's riding clubs and proved a de-

lightful signpost for the events to come.

The atmosphere of the old barn readily lent itself to the gay groups which converged around modernistic tables in brightly painted "hoss" stalls, or scattered across the floor in the old hay loft, swinging to the strains of Len Moren's stirring music makers. On the sky-blue walls, life-sized pictures of barnyard folk gazed with astonished velvet-looking eyes at this invasion of what used to be their domain.

"Lad-eez and Gennemun"

The events of the evening included spot dances and the inimitable dance routine of a human horse. Two humans to be exact, for Art Wells (toys), who did an excellent job as master of ceremonies, made his premiere appearance as the rear end of the horse, and Leo Clark (general office) convincingly portrayed the front end.

To the tunes of "The Old Grey Mare" and the "Blue Danube" this tricky horse gracefully (?) gavotted around the room and finished by trying

to sit in the lap of a very reluctant lady. Thwarted in this attempt, however, Mickey the horse compromised by sitting with profound meditation in the middle of the dance floor where our photographer caught him.

The evening was one of fun and friendliness and was a tribute to the hard work of Bud Davidson (general audit) and Pearl McCartney (sales office) both secretaries of their respective groups. A vote of thanks also goes to Leo Clark and other members of the executive committee who laboured to make the affair a success.

Prepare to Mount! You'll Have Fun —And How!

And here's a suggestion from the guiding lights of the Eaton Horsemen's Club. There's plenty of room for more members — so how about it gang? A glance at the tentative plans for this year's activities gives us a hint of fun in the making.

Long rides on balmy moonlit evenings, topped off with a weiner roast; pioneer get-togethers with plenty of dancing and good music, all these are the order of the summer! What more can we say? Those interested, please get in touch with either Bud Davidson (general audit), Art Wells (toys) or Mary Ripley (women's sports wear).



Nagony

Watching your horse running last!

WEDDING BELLS FOR MABEL MORRIS

Mabel Morris of 116 department "kicked the traces" and done up and got herself hitched to Douglas Park on May 24th. Prior to leaving on the 17th, Mabel was presented with a lamp and blankets from the department, and several other miscellaneous gifts. A member of the staff for some time, Mabel will be missed by mail order friends!



Top Row—Left: Pearl McCartney, Mr. A. D. MacDonell. Right: Bud Davidson, Irene Templeton, Mr. B. C. Scrivener.

Lower Left—Caught! A group of horsewomen with diminutive horses on the tables.

RIDING CLUBS HOLD AMALGAMATION DINNER

The date was May 13th and the place Eaton's grill room for an important event in the life of the men's and women's respective riding clubs. Yes, boys and gals, at last it has happened and the two clubs have merged into one, and who knows, in some cases it may become permanent!

Mrs. Janson of the music department gracefully obliged on the baby grand and, while chatting groups made their way to gaily decorated tables, the tinkling notes of *Clare de Lune* swelled and hushed on the crest of laughter.

At the head table were seated Mr. A. D. MacDonell, Miss Pearl McCartney (secretary-treasurer of women's club), Mr. B. C. Scrivener, Miss Irene Templeton (president of women's club), Mr. Bud Davidson (secretary-treasurer of men's club), Mr. Leo Clark (president of men's club). Miss Templeton (acting master of ceremonies) thanked all those whose work made the riding clubs possible; those who ride and those who confined their efforts to the terra firma but without whose interest and aid all this would have been impossible.

Mr. Bud Davidson then added a few words on the official amalgamation of the two clubs, giving a brief resume of their respective histories and growth. He followed up by introducing Pearl McCartney who briefly narrated the past social events of the year and even included the bacon (?) ride! She stated that all told the clubs had put in 1,032 riding hours and the members numbered 150 women and 30 men.

Mr. B. C. Scrivener, who needs no introduction in Eaton riding circles, spoke of the astonishing growth of the club which was due, he believed, to the splendid, hard-working executive. As a suggestion he brought forth the idea of having a mobile choral society on horseback. The old songs would sound wonderful beating time to the clop-clop of the horses' hooves, Mr. Scrivener smilingly added.

Mr. MacDonell agreed that the club was bigger and better than ever and gave as his philosophy that anyone who doesn't love animals isn't human.

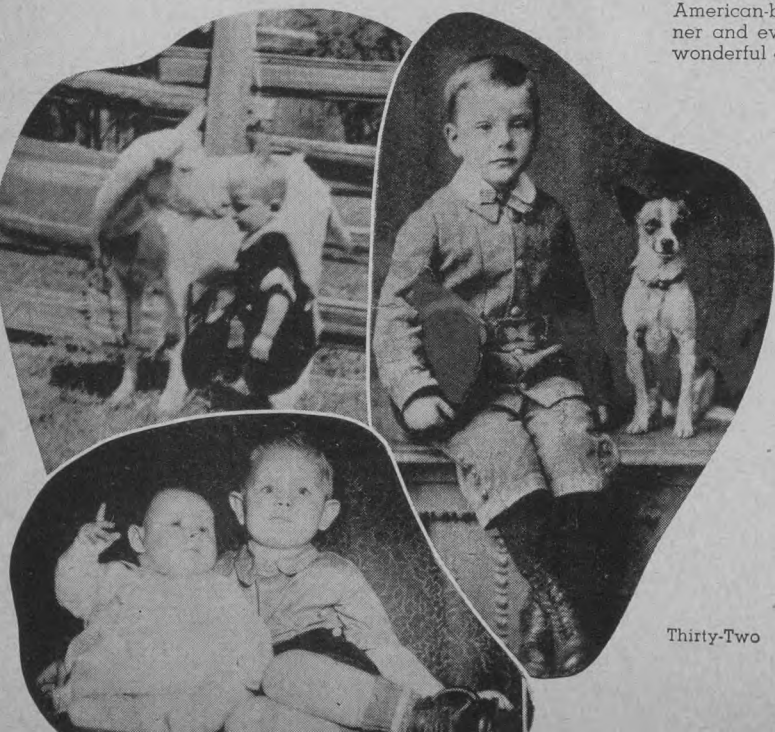
Election of officers and a fascinating movie on American-bred saddle horses followed the dinner and everyone agreed that "it had been a wonderful evening."

JUNE ROSEBUDS

Top left: Larry and his goat. Picture snapped by Miss Inez Frankland (city ad) at Salmon Arm, B.C.

Top right: Childhood days for Frank Hayman and his dog. Frank (15 department) took up his engraving career after his dog, Dot, engraved her teeth marks somewhere on his anatomy.

Lower left: Here's a happy couple. They are Franklin Robert, age three, and Margaret Kristine, age three months. Father is Frank Halderson (general audit) and mother, the former Madeline Magnusson (correspondence).



Who's Who in the Pictures

Top row, left to right—Marion Robin, Joyce Clifford, Tom Dorian, June Harvey, Marjorie Ackland, Freda Story.

Second row—Standing are: Hugh Duyvejonck, Marjorie Ackland, June Harvey, Bill Mitchell, Berle Dancer, Marion Robin, Joyce Clifford, Freda Story. Seated are: Norma Patterson, Tom Dorian, Mrs. J. Stewart, Mrs. G. Miller, Mr. G. Miller.

Lower row—Tom Dorian, Mrs. J. Stewart, Freda Story.



Triggerettes Hold Dinner Or "Rifle-Packing Mamas Shoot the Works"

The Triggerette Rifle Club climaxed their season of shooting with a dinner held at Moore's on Monday, May 12th. Genial Hugh Duyvejonck, president of the club, presided. During the festivities a corsage was presented Mrs. J. E. Stewart, widow of the late Mr. Stewart who was founder of the club. Mrs. Stewart addressed the gathering and presented the prizes to the sharpshooting winners.

The various awards are as follows: the John Dunlop Trophy, Miss Freda Story. The "A" Class Cup, Mr. Tom Dorian; the "B" Class Cup, Miss Freda Story. The novelty shoot prizes were won by Mr. Tom Dorian, Miss Marjorie Ackland, Miss Joyce Clifford and Miss June Harvey. The prize given by Mrs. Stewart was won by Miss Marion Robin.

In summing up the season, President Hugh Duyvejonck expressed a vote of thanks to the various members of the executive for their splendid support and he stated it had been a grand season for one and all!



Tom Dorian, on behalf of the club, sent a "thank you" gift to Mr. and Mrs. Patterson in appreciation of a delightful evening spent at their home following a day's outing "hunting" rabbits! Mr. and Mrs. Patterson are the parents of Norma Patterson, Triggerettes' vice-president.

The dinner was a great success and the gang is looking forward to a bigger and better club next year. * * *

WELCOME TO THE TRIGGERETTES!

Yes, we welcome all new members—if you've never known the thrill of target shooting here's the opportunity! You don't have to be an "Annie Oakley" or "Dead-eye" Dick to join the Triggerettes. You'll find them as friendly a crowd of boys and girls as you've ever "met up with." Just drop around and see Miss Norma Patterson (hosiery) or leave your name at the time office.

Left: This inquisitive little tyke is Brian Wayne, son of Alf Beavis (209 department). Mother was formerly Alice Hembroff of 210 and 147 departments.

Centre: Giving us a big smile is Dale Winnifred Thompson, petite four-month-old daughter of Jim Thompson, first assistant, hardware.

Right: This little darling is Jeffrey Allan Anderson and he's a 100% Eatonian. Father is Clinton Anderson, juvenile department. Mother was formerly Eileen Keegan, mail order coats, and grandmother is Mrs. M. Keegan, millinery.



"And so they were Married.."



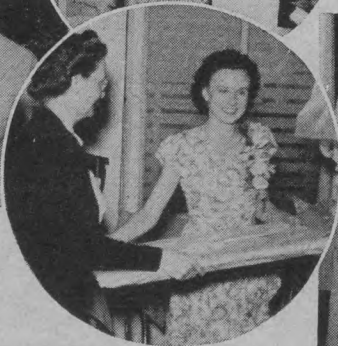
Who's Who in the Pictures:

Top row, left: Gwen Graham (147). Centre: Miss T. McIntyre (161). Right circle: Barrie Zurba (147).
 Second row, left: Edith Wilson (161). Centre heart: Eva Fierce (214). Right: Audrey Benstead (147). Right circle: Miss P. Pullar (104).
 Third row, left: Helen Hermiston (9). Centre heart: Rhoda Kirkpatrick (102). Centre: Miss P. Beauchemin (116). Right: Peggy Williams (253). Lower left: Hazel Silcox (44).

Behold The Bride!

It's June, the month of brilliantly sun-washed days, shadow speckled with laughingly thrown confetti. June, the bridal month, when trousseaux are given the last, lingering glance and snowy bridal veils are shaken out of misty seclusion to grace the heads of our queens of the month!

Yes, June has always been and will always be the bride's month, and Eaton's has never failed to produce its quota of June brides. To those lucky girls who will make their premiere appearance as "Mrs.," we extend our very best wishes for a very happy and prosperous life!



Top left—Dorothy Davies (122). Second left—Sylvia Peden (122).

Second row—Grace Pepper (116). Inset circle—Priscilla Beauchemin (116). Centre—Rita Poitras (167). Right—Doreen Workman (100).

Lower row—Mabel Morris (116). Inset circle—Minnie Quinn (1041). Centre—Evelyn Cassie (173). Right—Jean McEachran (12).



EATON FASTBALL LEAGUE

Teams Look Much Stronger in Practise

May 20th — With the weather man doing everything but behaving, all teams are out in earnest at their practise sessions, trying hard to be prepared for the league opening night on May 26th.

So when this appears in print we shall have had a couple of games under our belts and the relative strength of teams will be known.

We can say, however, the boys division is comprised of seven teams while the girls division has five teams. As previously mentioned the teams open on May 26th and the league closes on August 19th.

All games in both divisions will be played at Sargent Park at 7 p.m. every Monday and Friday, with only two Wednesdays scheduled July 9th and 23rd.

Postponed games will be played on Wednesdays, thereby preventing any team having to play two nights in succession.

This year we play under the Manitoba fast-ball rules, which makes for a better and faster game with much lower scores.

We will have to tell you about our social night in the next issue, as it will be all over before this appears.

So, as a final word, come on out on Mondays and Fridays and cheer your favorites, help them to win those all-important games and maybe the championship.

On the Keystone Sack

We note quite a few of our old-time players are back at workouts, trying for a place on a team. To them the executive extends a welcome return, with a wish that they enjoy a good season's fun.

Alex Cameron is back from the army and will be seen in his usual role of first aid man. Hope you get that Red Cross flag so urgently needed, Alex.

Ted McGoraty is the pilot of the new Aces this year. And it is a new venture for him, so we wish him the best.

Also a new pilot is in charge of the Royals, Ernie Wall; same luck to you, Ernie.

Jim Torbit is helping the Pats along, and Rangers are still in the capable hands of Thompson, Price and Coy.

We will have to apologize to the boys division for lack of news in their doings, but we will catch up with them next issue.

—Wm. N. Clay.

Sadie Bragg Takes Well-Earned Rest!



Miss Sadie Bragg

After 37 years of faithful service in the notions department, Miss Sadie Bragg has retired to a life of ease and just plain contented lying in the sun. She is undecided about any vacationing plans and will probably decide (we hope) to stay in Winnipeg so as not to lose touch with her many store friends.

Miss Bragg is a great one for fancy work and knitting. Indeed, one would be very surprised to find her without the familiar bag of knitting which is to Sadie as much a part of her as her hat! A very enthusiastic worker, Sadie originated the idea of collecting used buttons to send overseas during the war. Contacts, also, is indebted to Sadie for her work as a reporter in her department. She has a flair for writing, and as Mr. E. Long puts it, her letters are a decided treat.

Sadie was one of the most enthusiastic Eatonians we have ever met.

Here's to many more years of happiness, Sadie, with health as the prime virtue!

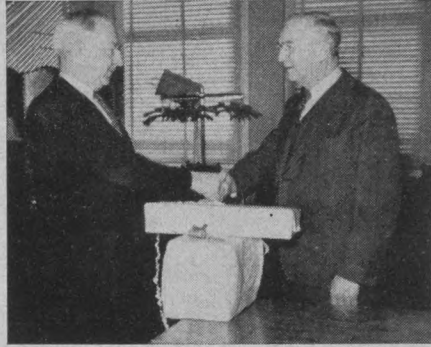
Dave Oliphant Takes Well-Earned Rest

Thirty-six years with the Company is certainly no mean drop in the bucket of Father Time. This enviable record, however, is the achievement of Dave Oliphant (furniture department) who left on May 10th to take a well-earned rest.

Dave is Scottish born, Kirkcaldy being his home town. He joined Eaton's in 1911 and before joining the furniture staff was for five years assistant to Mr. Keeler in the display department. All told, he has spent over fifty years in the home furnishings business.

On behalf of the staff, Mr. Frank Carpenter (group supervisor) made a presentation to Mr. Oliphant while applauding fellow workers looked on and the strains of "for he's a jolly good fellow" filled the air.

Deeply interested in his fellow men, Dave Oliphant has been prominent in fraternal work over the years. May the best years of his life be filled with joy and happiness and his days be without number!



Mr. Oliphant (left) is congratulated by his supervisor, Mr. Frank Carpenter.

* * * *



Charles Fraser Retires!

To Take Up Outdoor Life

A member of the washing machine department for fifteen years, Mr. Charles Fraser has retired to take life easy at his favorite spot—Gull Lake, where he owns guest cabins. He will devote his time to looking after vacationers who come down for the fishing and holiday season. A great lover of outdoor sport, Mr. Fraser enjoys shooting and fishing. Also in his spare time he makes reports on the wild life abundant around his "neck of the woods."

On behalf of the department, Mr. W. Rawcliffe, supervisor, presented a pair of field glasses to "Charlie" and chocolates for Mrs. Fraser. All the department join in sincere wishes for a long and happy life for Mr. Fraser at his favorite woodland retreat!

Mr. Fraser (left) is presented with a memento from the staff. Mr. Rawcliffe, supervisor, does the honours.

* * * *

Walter Manly Buys Himself a Fruit Ranch

"A good sport and a grand host," is the way they speak of Walter Manly, who, after 21 years with Eaton's, is off to Creston, B.C. where he's bought a fruit ranch. On the eve of his departure, associates in the women's shoes department (where Walter was section head of the rubbers) presented him with a handsome mirror for his new home. Mr. M. B. (Dinty) Moore, department head, made the presentation.

Mr. Manly came to Canada from London, England, where he was in the motion picture business. Many friends around Eaton's join in wishing Walter Manly and his charming wife all happiness in their new venture.

"Good luck, Walter," says Mr. Moore (right), making a presentation. A new hat? No, that was only a gag. The real gift was a lovely mirror!



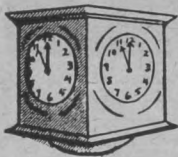
LIFE'S LIKE THAT

Little bankroll, ere we part
Let me hug you to my heart,
All the year, I've clung to you,
I've been faithful, you've been true!

Little bankroll, in a day
You and I will start away,
To a good vacation spot;
I'll come back but you will not. —Anon.



MAIN FLOOR



The books and stationery department proudly presents a bride this month. Gertrude Berry's parting day was May 7th and she left with the good wishes of fellow workers for a happy married life. The date of

the marriage was May 24th with Gertrude becoming Mrs. Carlingstrom.

Mr. W. Bucham (supervisor) made the presentation of a lamp and a beautiful case of flatware from the staff. Later in the day, a group of the girls held a luncheon for "Trudy" at Moore's, and Miss Marjorie Preston presented the guest of honour with a set of chinaware. Our very best wishes to you, Trudy!

The books and stationery department beams with pleasure on its recent winners in the sales check competition. Congratulations, girls!

*

FORMER EATONIAN MARRIES

Attention, drug department! Here's some news about a former member of yours, namely Anna Stewart, who served with the Company for 27 years prior to her retirement. She is now Mrs. Daniel Cox as of April 19th, and is living in Senton, Alta. Another former Eatonian, Mrs. Audeaux (nee Elsie French) was a witness to the ceremony.

Now that 205's bowlers have given up gracefully (it says here), we hear rumours of a golf tournament. Heaven help the innocent green-horns!

A wee arrival has gladdened the hearts and home of Mr. Harvie Way (205 department). 'Tis a boy, Robert John who was born on May 18th. The whole family is doing fine!

Sincere sympathy to Mrs. H. McAllister (205 department) in the loss of her beloved mother, who passed away in New York on May 20th.

*

MARGARET STEWART WEDS

Margaret Stewart (205 department) became a bride as of May 31st. She left the store on May 17th amidst a shower of gifts and good wishes. Mr. W. Bucham (group supervisor) presented Margaret with a mirror, and from the gang a chenille bedspread. And so to this radiant bride we add our very best wishes.

With many tips on mountain climbing and bear evading, Anne McKinnon (literary guild) left for her vacation at Banff. She'll probably return with a marvellous tan and put our weak tea efforts all to shame!

May 8th was a highlight in departments 222, 224, 22, 24, 1024, for it marked the dinner held in the grill room for the "guys and gals" by Mr. Sam Williams (group supervisor). After the splendid repast, Mr. Williams spoke of his recent buying trip which took him to England and through southern Europe. He spoke particularly of the rising cost of merchandise and of the conditions of the countries which he visited. Mr. Williams gave as an isolated example of the scarcity of certain materials, the fact that in England the girls have to go without stockings, while in Czechoslovakia (whose climate is much warmer), the girls have enough stockings and are even wearing the ever-popular bobby socks.

After his very entertaining tale, Mr. Williams displayed photographs taken in the various countries, and also souvenirs which he had brought back with him.

The departments wish to thank Mr. Williams for a very enjoyable evening!

*

Last month Contacts mistakingly gave the notions the honours in a bowling contest with the fancy goods gang. Notions say they admit the temporary bowling superiority but the boys of 224 will no doubt remember with a vengeance a recent night at the Saratoga.

*

Verna Bjorkman from the button counter is home fighting a grim battle with the measles. Hope you are better and will be back with us soon, Verna!

*

CONGRATULATIONS TO PROUD PAPPAS!

The stork has again visited Eaton homes and left at Mr. Tommy McQuade's (first assistant, hosiery) home a little pink bundle of happiness. Yes, 'tis a wee girl who was born on Sunday, May 25th. Mamma and daughter doing fine!

For variety we have a bouncing baby boy at the home of Mr. and Mrs. Jack Hardy. Jack (C.O.D. cashiers) who was a prisoner of war at Hong Kong, is still a bit dazed, but revived long enough to tell us that his son was born in the St. Boniface hospital on the morning of May 24th. Congratulations to the new families!

*

EVA FIERCE BECOMES MRS.

(See picture on brides' page, thirty-four)

When a Fierce trades her name for O'Connor it must be love! And if there was a dazed and happy aura which surrounded Eva Fierce during her last few days as section head of the Pandora candy counter, there is a good excuse. She was merely contemplating her "big step!" Yes, Eva was married on May 31st at Toronto to La Verne O'Connor. She was far from home but not far from the hearts of her Eatonian friends. She carried away with her the gifts and goods wishes of her department. Mr. Ross Screaton (supervisor) presented Eva with gifts of bedding on her leaving. She also received many other miscellaneous gifts from individual members.

Best wishes to you, Eva, (a former Contacts reporter). May your life be as beautiful as a fairy tale and have the inevitable "happy ending!"

SECOND FLOOR




On Tuesday evening, April 29th, department 239 held a bowling party with strikes and blows abounding. Prizes were given for hidden scores, the following being the winners: Eileen Hoski, Mrs. G. Morris, Betty Moline, Mrs. W. Harris, Mrs. A. Coote, Mr. J. Saunders, Mr. J. Gargett, Mr. G. Morris, Mr. R. Saunder, Mr. W. Saunders. Who won the yo-yo? Needless to say a good time was had by all.

* * *

THIRD FLOOR

The Meat Members Meet!



Nothing seems to hold the unconquerable members of the meat department down; and nothing pleases them more than to hold a friendly shindig with all members present and accounted for. Their latest "meat ball" was held on April 29th at the Orange Hall in Norwood. One hundred and fifteen of the meat members, plus friends, attended, and needless to say, enjoyed the evening very much. Music, supplied by Bert Wallace and his fine recordings, kept the jivers jivin' and the laughter rollin'. The presence of the Poole trio added an extra sparkle to the occasion.

Our thanks to Frank Patry, Mrs. Loraine, Art Taylor and all the rest who helped make the evening a pleasurable occasion. See you all next fall!

Mrs. G. Kelly and Mrs. A. Knutsen were hostesses at the home of Mrs. Kelly in honour of Mildred O'Gleski (meat department) who was a bride-elect of May 10th. The date was April 25th and covers were laid for 17. Mildred was presented with a corsage and a shower of kitchenware.

Mildred, in her turn, entertained the girls of her department at her home on April 30th. The highlight of the evening was teacup readings, which followed a tempting lunch.

We add our good wishes to Mildred, now Mrs. Joe Hammell, for a happy and prosperous journey on matrimony's highway!

Who was the little Scotsman that lost "two balls" in the creek at Windsor Golf Course on Sunday? That will finish his games for the season, we fear!

We bet Mr. O. C. Turnbull (meat department) is proud 'cause his daughter Jean Edith is now a fully-fledged nurse . . . graduating on May 8th from St. Boniface Hospital!

* * *

FOURTH FLOOR



Elsie Peterson (lingerie department) has taken the fateful plunge and is now Mrs. J. Terecki as of May 17th. Leaving the store on the 3rd, Elsie was presented with a tablecloth and china from the girls. Our very best wishes to a new Mrs.!

The lingerie department gang bade farewell to Mr. Reg King on April 24th, Mr. King being transferred to the jewellery department. On behalf of the staff Mr. N. Cook (supervisor) presented Mr. King with a torchiere lamp. Best of luck in your new job, Reg!

A beautiful sparkler is rivaling the radiance in Hilda Harlsen's eyes. Department 209 would like a glimpse of her "dream man!"

On the sick list are Miss B. Baker and Mrs. T. Thorwardson (1041 department). We hope they both will soon be hale and hearty, and back with us soon.

*

MINNIE QUINN TO BE JUNE BRIDE

Minnie Quinn (1041 department) has left the store to be married to Albert Fryer on June 4th. On behalf of the girls, Miss K. Waywood presented Minnie with a beautiful mirror and many other individual gifts.

The couple will make their home in Dryden, Ontario.

* * *

FIFTH FLOOR

Petite, dark-eyed Pauline Strumbecki of the fifth floor restaurant bar is proudly wearing a lovely diamond engagement ring given her by Eddie Gladish. Wedding plans are still indefinite but we'll let you know!



* * *

SIXTH FLOOR

We hear that Rod (Doc) Jagger (274 department) has gone and got himself engaged to a little lady—a former Eatonian, Miss Peggy Ball. Rod was in the air force in Germany but is back in department 274 again. Good luck to a lucky gunner!



* * *

GENERAL OFFICE NEWS

By Muriel Purdie

Norah Bennett (general office) became the bride of Gerald Charles Taylor on April 26th at a formal ceremony held in Holy Trinity Church. Norah left the office on April 19th accompanied by a lovely corsage and a gift of bedding and linens from the staff. A luncheon in her honour was held on April 16th, with the covers laid for thirty guests. Norah was presented with a corsage of red roses and narcissi and a set of red and white kitchenware.

Good luck and every happiness, Norah, as you navigate down matrimonial channels!

Don Sanderson (general office) won't try jumping over safety islands any more. He's got a sprained wrist to show for his last leaping endeavour!

Cupid's little darts proved triumphant again in the general office with the resulting engagements of Rose Cartie to Andy Cushnie (air force band) and Betty Welsman to Bill Melville. Good luck, kids!

CONTACTS

Hazel Tibbits was the recipient of a lovely compact from the staff of the general office on her leaving the department. The girls all chipped in and presented Hazel with a suitcase and hosiery. Good luck in your new job, Hazel!

Here's wishing a speedy recovery to Helen McKay who is in the hospital.

Our very sincere sympathy to Elsie Craig in the loss of her brother.

DOREEN WORKMAN BECOMES A BRIDE

(See picture on brides' page, thirty-four)

A shower was the order of the day for Doreen Workman who was married on May 24th to Bob Davidson. And so, with all due secrecy, the gals gathered at the home of June Harvey where the guest of honour was presented with a corsage of sweetheart roses and gifts of bedding and linens.

On the date of leaving the store, Doreen was the recipient of a lovely chenille bedspread and snowy linens from the department. She was also presented with a set of flatware in "Embassy" design from the staff.

Don Sanderson was presented with an initialled brief case from the staff upon his departure from the general office on May 17th. Don is going into business for himself and we wish him the best of luck and success in his new venture.

* * *

SEVENTH FLOOR



Nellie Anderson Bids Friends Farewell

Miss Nellie Anderson, who for seven and one half years has been the nurse in charge of the store hospital, left recently to join the staff of the Victorian Order of Nurses.

Nellie's sympathetic manner and lovely personality has endeared her to all with whom she comes in contact; both professionally and otherwise. Very efficient in her work, she had the confidence of patients and staff alike.

The "going away" presentation of a Doulton figurine was made Miss Anderson by Miss Margaret Lawrence. Mr. B. C. Scrivener, Mr. W. G. B. Dailley and Mr. A. D. MacDonnell added their good wishes for a happy future!

Welcome to Miss Margaret Johnson, a new member of the hospital staff.

CUMMINGS-KIRKPATRICK

(See picture on brides' page, thirty-four)

Rhoda Kirkpatrick became Mrs. Lorne Cummings on April 23rd at St. Martin's Church. Rhoda was a member of the staff for nine years, seven of which have been spent in the wages office. A miscellaneous shower was held for her by the girls of the department on May 8th. Mr. R. B. T. Whitbread (head of department) on behalf of the department, made the presentation of bedding on the date of Rhoda's leaving. Our best to a new bride!

Margaret Binnie (budget plan) who was a former member of the C.W.A.C.s has undergone an operation in the Deer-Lodge Hospital. We're hoping that you'll be soon well and on your feet, Margaret!

The engagement is announced of Miss Marie Steele (of Mr. W. G. B. Dailley's office) to Mr. Don Hutchison of the J. H. Ashdown Hardware Co., Limited.

Forty

BETTY STUPAK WEDS

Another bride of the budget plan was Betty Stupak. This sparklin'-eyed bride left the store on Friday, May 23rd, amidst the good wishes of her many friends and the shower of confetti. The staff presented her with a sandwich toaster and a set of plastic table mats. The couple will reside in Winnipeg.



GREETINGS AND FAREWELLS

Elaine Bristow, a new member of the budget plan staff, surprised the gals by up and marryin'... and an air force boy at that! The date was May 23rd and the place, Gimli. Good luck, Elaine.

* * *

EIGHTH FLOOR

The city advertising staff extends deepest sympathy to Mr. Roy Sotham in the loss of his beloved father, Thomas William, who passed away on May 22nd at his residence on Roberta Avenue, East Kildonan.



Junior Executive Honours Miss Edna Middleton!

In token of secretarial work done "outside the line of duty," the Junior Executive gratefully presented Edna Middleton (city advertising staff) with a beautiful compact complete with raised emblem of the Junior Executive. The honours were done by Harold Peterson (president) at the Saturday morning gathering in the assembly hall on May 17th.

* * *

ELEVATOR UPS AND DOWNS

Mr. J. Cheale (elevator inspector) celebrated his 39th year of continuous service with the Company on April 28th. He was presented by the fair members of his department with a handsome shaving kit. Congratulations!

Glad to see Agnes Reese and Marge Brown back to work after their recent sojourn on the sick list!

JUNIOR EXECUTIVES WIN DEBATE CONTEST

Special Empire Day programmes were held Friday at Gordon Bell and Robert H. Smith schools.

At Gordon Bell the programme was highlighted by a public-speaking contest on topics pertaining to the British Empire and western civilization. The contest was won by Carl Ridd and Jerry Holman of the Eaton Junior Executive. B. V. Richardson, K.C., acted as critic and assessor.

Students at Robert H. Smith heard an address by Ron Turner, M.L.A., entitled "Flight Plans."



By M. Ominski and T. Scott



Departments 122 and 113: A hearty welcome to Foster Johnson who returned to the department after a lengthy illness.

Welcome back to the Framp-ton sisters who have returned after a period on the sick list. Also welcome back to Alex

Cameron, recently returned from His Majesty's forces.

Best wishes to Evelyn Reimer for a speedy recovery from her operation.

Congratulations to Joe DeMontigny on his daughter's achievement in winning high honors in music at the Sacred Heart Academy.

Department 122 held a stag on the evening of May 8th. While not celebrating any special occasion, rumour has it that, for at least two of the boys, it may be their last fling while single.

Congratulations to Ernie Wall and Bill Webster, 122 department members of the winning team of the recent bowling season.

Ernie Wall, the new manager of the Royals (girls ball team), claims that baseball requires different muscles than bowling and observes that they hurt more.

Department 113 held its annual bowling tournament Saturday, May 17th. Fifty bowlers took part and gave an interesting exhibition. The audience showed it's appreciation of the several new styles introduced. A really enjoyable time was had, and everyone finished a winner.

Many thanks to Rona Einarson for the wonderful work she has done on Contacts in the recent years.

* * *

By J. Dougall and R. Prynn



The boys and girls of departments 67 and 68 and other members on the fifth floor held their bowling banquet on May 12th at the Edgewater Dance Gardens. A good time was enjoyed by all and prize money was presented to each member of the

two top teams. Hope to see everyone out again next Fall.

*

By D. Hardiman and J. McNiven

Department 61 extends sincere sympathy to Margaret (McClure) Beverley, a former Eatonian, on the death of her mother.

Bob Harvey (61 department) is walking on air these days; making plans for college, etc., for to Mr. and Mrs. Harvey there came a son, born May 7th, weighing 8 lbs. 5 ozs. The little one's name will be David Neil. Congratulations, and we hope that there will be many more to join the family ranks!

A good time was had by all at the recent bowling banquet and dance. Who landed up with headaches?

Congratulations to Dorothea Hardiman (61 department) on becoming an aunt! The cute tyke's name is Thomas Wayne Clare and his birthday, April 17th.

*

By R. J. Wood

Sorry to see Miss M. Brown and Mr. Bob Graham leave department 12 to join the store staff. However, we wish them all the luck and success in their new positions.

* * *

By G. Murray

On May 14th, Hazel Silcox said "So long" to the gang of departments 44 and 48 as she is venturing out on the sea of matrimony as of May 23rd. The sea angle is not new to Hazel, as she served with distinction in the WRENS.



Rehabilitation offered no problem to Hazel—like other ex-naval personnel she shouldered an oar in Halifax and started west. Winnipeg is the place where she anchored, but not for long, as Eddie Dugald's gain is Winnipeg's loss.

On behalf of the staff, Mr. J. W. MacKenzie, head of department, made the presentation of a beautiful quilted satin bedspread and a pair of sheets, which no doubt will find a use in the newly-weds' home. Mr. MacKenzie thanked Hazel for her service to both our country and the Company, and wished her the best for the future!

*

By C. Dewar

The beautiful sparkler Joyce Kologinski of department 10 is wearing just missed the last edition of Contacts, but we take this opportunity of wishing you the best of everything, Joyce.

Sorry to report that Helen Emslie of department 10 is still confined to her hospital bed. Hope that before long you will be back with us, Helen!

CONTACTS

We hear that Rhoda Thom is up and around again. Hope we'll be seeing her soon.

Marge Pariseau is back to work, hale and hearty after having her tonsils removed.

*

By J. Johnston

Cupid has done it again! This time it's a department romance with Kay Dewar and Jimmy Graham the happy couple.

On April 26th, Kay caused quite a commotion when she came in with a brand new sparkler on that all-important finger. We believe the big day is the latter part of June.

Congratulations Kay and Jimmy, and "lang mae your lum reek."

* * *

By H. Roome



Departments 117 and 118 bowling league was finished for this season on April 19th, much to everyone's regret, with the Slo-Joes and the Termites tied for first place. A play-off was necessary with Jumbo Westman's Slo-Joes winning top honours. We'll all be looking forward to another series next winter but in the meantime we wish to thank Dave McFetridge and Lorne Jackson for the time given to the league. Many thanks to all who substituted. We'll be seeing you!

Best wishes to Edith Knight on that sparklin' sparkler she is flashing! Best of luck to Margaret McLeod who left the department on May 9th to be married. She received bedding and other gifts from the department and her many friends. The girls of the department held a dinner in Margaret's honour at the "Homestead" with the presentation of a tri-light lamp being made.

Sorry to hear that Bill Adams is off with a sprained ankle. We hope that by the time this item goes to print our Willie will be up and around again!

*

By M. Greenwood

Vera Keith, a most popular member of 119 department, was the recipient of a large number of gifts on day of leaving to be married. A beautiful pair of blankets from the department was the featured presentation. We wish Vera all the luck and 119's loss is certainly Bill's gain.

*

By M. Ewing

On April 25th Mr. and Mrs. Moray Sinclair entertained the staff of department 139. A very enjoyable time was had by all.

Mrs. Brian Taylor (nee Terry Baker) left on May 20th. A presentation of a purse was made by Mr. M. Sinclair. Lots of luck, Terry. We'll sure miss you!

*

By D. Baldson and R. Soutter

Two lucky girls with sparklers on their fingers and sparkles in their eyes are Doris Query and Gladys Dadson. Good luck to you both.

Our sincere sympathy to Miss Amy Hatherly of department 159, in the loss of her brother who passed away on Sunday, May 18th.

By D. Slack

Cash cage: May 3rd marked the departure of Edith Wilson for her lovely fate as a starry-eyed bride. Harry Norman is the lucky groom as of May 10th; the ceremony having taken place at Knox Church. Edith had her co-worker Gladys Cook, as bridesmaid. The couple honeymooned at Nestor Falls and will make their home in Winnipeg.

Prior to Edith's leaving, the department presented her with a chenille bedspread and some snowy linens.

Good luck and lots of happiness, Mr. and Mrs. Norman.

Phoebe Oldfield created quite a surprise and a very pleasant one at that when she came to work on May 19th sporting a lovely diamond. Mr. J. Hodgert is the lucky groom-to-be. Good luck and good wishes to you both.

*

By Nora Joyce

Our deepest sympathy is extended to Vera Norrington (1762 department) on the death of her father-in-law on April 21st.

* * *

By N. Robson

Department 15: The wedding of Lillian O'Dowd to Richard Smith was solemnized at Young United Church on May 10th. Attending the bride was Miss Dorothy Smith.

Prior to the wedding, Miss Dorothy Smith and Miss Joyce Engel were joint hostesses at a miscellaneous shower held at the home of Mr. and Mrs. J. O'Dowd in Lillian's honour. Little Barry Keir, nephew of the bride-elect, presented the gifts from a gaily decorated wagon. Our very best wishes for a happy future, Lillian and Richard.



PRINTING PLANT PATTEN

By M. Hoffman

The printing department is proudly patting the shoulders of their three champion bowlers, Edna Bishop, Daisy Stoney and Bill Montford. Congratulations, "kids!"

Back to work after lengthy illnesses are Ed Leveque, Pete Macintyre and Preston Wylie, Sr. Glad to see their sunny smiles again!

Bright-eyed and rarin' to go are Eva Dubois and Pauline Shelnicky who recently returned to work after pleasant holidaying.

The stork making the rounds on April 19th, left a pink bundle in the Al Ducharme family. The little girl is called Carol Ann. The whole printing department joins in congratulations to the proud pappa and mama!

Our sincerest sympathy goes to Phil and Peter Heiland in the sudden passing of their beloved father.

Congratulations to two world war vets of the printing plant pressroom who completed their quarter century of service with the Company this month. The happy men are Chas. Jenner, who celebrated on May 15th, and Sidney Done, whose "day" was May 18th.

We sincerely regret the passing of Dermott Sugden, son of Dick Sugden, on May 7th.



GEORGINA CLINE TAKES MARRIAGE FOR CAREER

Department 116 is a "great one" for brides, with seven competing this month for honours.

Georgina Cline was among those leaving on the 17th and she was married on May 28th to Gordon Montgomery. She received a lamp, picture and chinaware from the department.

Our best wishes to you, Georgina.

GRACE PEPPER TO WED

Grace Pepper (116 department) will solemnly tread the carpeted aisle on June 7th to exchange bridal vows with William Brewer. The ceremony will be held at Swan Lake and the couple will reside in Edmonton.

From her department Grace received a toaster and linens.

EVELYN CASSIE, RITA POITRAS BRIDES

Two members of 167 department left on Saturday the 17th to be married. The lucky gals were Evelyn Cassie and Rita Poitras. Evelyn was presented with a lovely pair of blankets and many more numerous gifts. Rita was on the receiving end of many lovely gifts. Best wishes to you both.

PRISCILLA BEAUCHEMIN WEDS

(See picture on brides' page, thirty-four)

Married on May 24th to Cal Callewact, Priscilla Beauchemin left 116 department on the 17th to the accompanying shower of gifts. Linens were the main gift from the department.

THELMA McINTYRE MARRIES

Thelma McIntyre left the cash cage on Saturday, April 26th to marry Bob Barker on May 1st at St. Vital Church. Thelma's department friends gave her lovely rainbow blankets and towels to brighten up the new home. Soloist at the wedding ceremony was Jean Kerr. Good luck and best wishes.



Top—Mary McLean (116).
Circle—Florence Armstrong (37).

MARY McLEAN NO LONGER MISS

Department 116 sadly bade farewell to Mary McLean, a bride of June 7th. Mary left on May 21st with the accompanying gift of a trillite lamp and linens. Best wishes for a June bride.

FLORENCE ARMSTRONG WEDS

Florence Armstrong (37 department) is a little housewife as of May 27th. That happy day marked her nuptials with George Forgie, her "one and only!" Leaving the department on May 21st, Florence was presented with beautiful blankets for the new home.

SYLVIA PEDEN EXCHANGES NUPTIAL VOWS

Sylvia Peden (122 department) exchanged marriage vows with James Maynard on April 26th. Before leaving to make her new home in Oatfield, Man., Sylvia was presented with a chest of flatware from the girls and an Aladdin lamp from the department.

DOROTHY DAVIE NOW MRS. BODDIS

On Saturday, May 3rd, Dorothy Davie left 122 department to become the bride of Jimmy Boddie. To celebrate the occasion, the girls presented her with an electric mix master while the department gift was a beautiful linen tablecloth with napkins to match.

GWEN REGELOUS—BRIDE!

Leaving 116 department on May 22nd, Gwen Regelow plighted her troth to Joseph Tymchuk on May 24th. Her gift from the department was a lovely lamp.

BICYCLISTS! PLAY IT SAFE!

1. Obey all traffic signs and signals.
2. Never carry another person on the cross bar, handle bars or rear carrier.
3. Always ride on the right-hand side of the roadway, close to the curb or parked line of cars.
4. Ride single file and keep a safe distance behind the vehicle or bicycle ahead.
5. Ride in a straight line and do not weave or make sharp turns in traffic. Never dart in and out of traffic.
6. Do not attempt to pass the moving vehicle ahead at intersections. Wait until you pass the intersection.
7. Always ride at a safe speed. Slow down or stop at intersections.
8. When riding at night you are required to have a white light on the front and a red light or approved reflector on the rear. There must also be a white strip on the rear fender at least ten inches in length.
9. Keep bicycle in good condition, with a bell or horn, good brakes, and seat and handle bars properly adjusted.
10. Never "hitch" to a moving vehicle.
11. Keep out of car tracks and ruts.
12. Never stunt or race in traffic.



CONTACTS

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Editor: W. E. C. HURLBURT
City Advertising



"JOURNEY'S END"

We extend our deepest sympathy to the following Eatonians who have recently lost someone dear to them:

IN THE LOSS OF A FATHER

Mr. V. Savage (despatch)
Mr. N. E. Livingston (stock audit)
Mr. A. S. Comba (stoves)
Mrs. M. Irwin (mail order men's shoes)
Mr. Peter Heiland (printing)
Mr. Phil Heiland (printing)
Mrs. G. Hirt (drug factory)
Miss Y. la Fortune (mail order copying)
Miss I. Hutt (mail order exchange)

IN THE LOSS OF A SISTER

Miss M. Waring (farm implements)
Mr. J. Fletcher (grocery packing)
Mrs. S. Tront (alterations)

IN THE LOSS OF A MOTHER

Miss S. Megasuik (mail order shipping)
Miss M. Wilson (draperies)
Miss C. Beverley (D.A.)
Mr. R. Houston (delivery)
Mr. L. Anderson (garage)
Mr. R. M. Wright (electric washers)
Mr. A. C. Mitchell (watch repair)

IN THE LOSS OF A BROTHER

Miss M. Allenback (mail order shipping)
Miss T. Sparks (city exchange)
Mrs. E. Craig (general office)
Mr. J. E. Peterson (carpenters)
Mr. H. Hurl (receiving room)

IN THE LOSS OF A SON—Mr. C. Sugden (printing)

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Goodwill is the only asset that competition cannot undersell.

* * *

"Does the moon affect the tide?"
"No, only the untied."

Forty-Four

Philosophy: A study which enables man to be unhappy more intelligently.

* * *

Political War: One in which everyone shoots from the lip.

In Memoriam

MR. N. J. COLLINS PASSES AWAY

Well Known Calgary Eatonian Succumbs Monday, May 12th

The host of friends and co-workers of Mr. Norman Collins were deeply saddened at his sudden passing early on Monday, May 12th. Mr. Collins was beloved among the Calgary staff for his jovial personality and ready friendliness and will be greatly missed from our midst.

As early as 1911, Mr. Collins worked for The T. Eaton Company but left its employ in 1914 and rejoined the Eaton staff again in 1926. In 1929, when the Calgary store opened, Mr. Collins was appointed as manager of the shoe department in the new store—a post which he retained until his death.

Mr. Collins is survived by his widow and by one son, Bruce, of Edmonton. The funeral, which took place on Wednesday, May 14th, was from Scarboro United Church where Mr. Collins was a member. Mr. Collins was always keenly interested in store activities—sports and social events—and was an ardent golfer, being a member of Earl Grey golf course.

Through Chinook Winds, members of the Calgary staff again wish to extend profound sympathy to Mrs. Collins and Mr. Bruce Collins on the loss of their husband and father. Your loss is also ours.

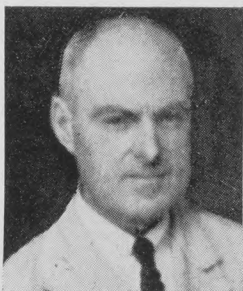
—Chinook Winds.

Here in Winnipeg the passing of Norman Collins was a distinct shock to his many friends. Mr. Collins was head of department in the women's shoes here for a number of years. In the fall of 1928 he left to open the shoe department of the new Calgary store. As one Winnipeg Eatonian expressed it: "Norm Collins was a 'grand guy'—beloved by all who knew him." Moreover, he enjoyed the respect of shoe manufacturers throughout the Dominion.

Norm was a keen sportsman as has been said—but even closer to his heart was a gentler pastime—the growing of sweet peas—and in this he was a maestro with many prizes to his credit. Thus we, too, pay tribute to the passing of a gallant gentleman and join with Calgary in extending deepest sympathy to Mrs. Collins and family.



Norman Collins



Charles Kelly

MR. CHARLES KELLY

Mr. Charles Kelly of the basement store (901) stockroom passed away on March 26th. Born in Winnipeg, he was 57 years of age and a bachelor.

Charlie was a very faithful worker, a firm friend, and was always willing to give a helping hand to anyone in need. He was well liked by all his associates, jovial by nature, he had a ready smile and a joke for everyone.

A lover of good music, his special hobby was collecting albums of famous composers. Charlie also took in the Celebrity Concerts and in the days of the Walker and Orpheum Theatres he was an ardent follower. He will be sadly missed by everyone in the department and our deepest sympathy goes out to his sisters and brothers he leaves behind.

MR. VICTOR SAVAGE

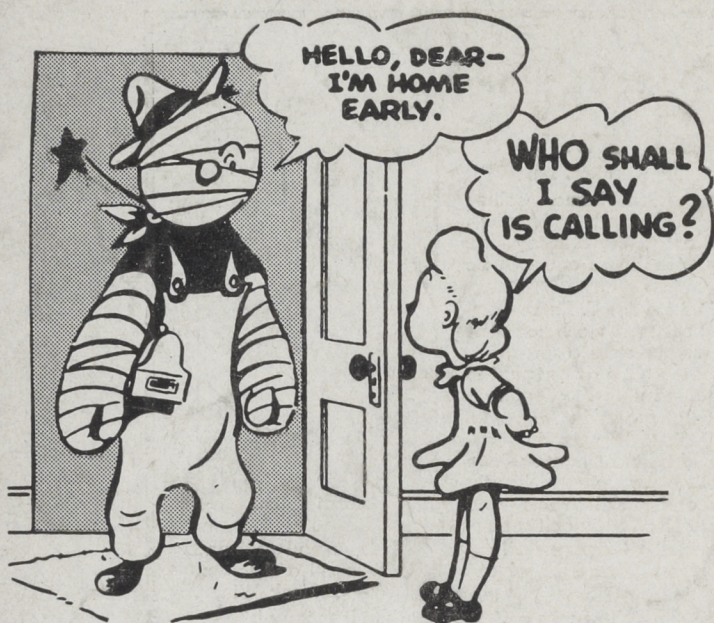
It is with the deepest regret that we announce the passing of Mr. L. V. Savage, formerly of the general audit department. Mr. Savage, after a lengthy illness, passed away on April 21st at the age of fifty-two. He is survived by his wife and four sons. A son, Victor, is a member of the despatch department.

Born in Belfast, Ireland, Mr. Savage came to Canada in 1925 and joined the Company the same year. He retired on October 15th, 1946.

"Vic," as Mr. Savage was affectionately known, was a quiet home-loving man who suffered much from ill health in his later years. His death is mourned by all his friends and former business associates.



Victor Savage



*Only fools
IGNORE
Safety
Rules!*

SAFETY WEEK
June 1st to 7th inclusive

—•—
Accidents Begin . . .

When Caution Ends
—•—

**SAFETY IS EVERYBODY'S
RESPONSIBILITY!**

THE T. EATON CO. LIMITED
WINNIPEG CANADA